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HARDWARE AGE

Published Every
Other Thursday

Editorial Index Page 35
Advertising Index Pages 120-121

January 1,
1948

For the

16th year
you can look to EAGLE

America's first lockmakers

... for dependable security

1833



1948

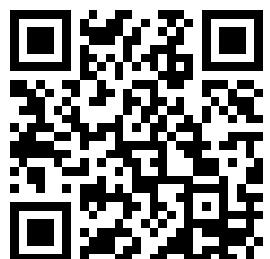
EAGLE INDUSTRIES, INC., Subsidiary of Bowser, Inc.
110 North Franklin Street, Chicago 6, Illinois

National Sales Representative of The Eagle Lock Company
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EKCO PRODUCTS COMPANY

Announces the appointment of

The D. E. SANFORD COMPANY

As National Sales Representatives in the U. S. A. for:

EKCO SAFETY COOKERS

EKCOWARE

EKCOLINE KITCHEN TOOLS

FLINT CUTLERY AND CARVING SETS

FLINT KITCHEN TOOLS

"BEST" EGG BEATER

To Give Better Service to the Trade

Our production facilities are continually being expanded to meet the unparalleled demand for Ekco Products.

Our advertising and sales promotion activities have again been multiplied.

In step with our expansion program, we have appointed The D. E. Sanford Company as national sales representatives, for the U. S. A., effective January 1, 1948.

The immediate result of this appointment will be to give the trade vastly improved service in merchandising Ekco products.

All Ekco salesmen have been invited to join the Sanford organization, which will result in their being

able to work more closely with you, as their territories will be concentrated.

The present head office Ekco sales management staff in Chicago will continue, and enlarge its responsibilities.

The D. E. Sanford Company needs no introduction.

They enjoy a most enviable reputation and have for many years. We solicit your cooperation with their men and ours which will increase your sales of Ekco products.

EKCO



**THE BIGGEST
NAME IN
HOUSEWARES**

The D. E. Sanford Company Will Serve You on These Lines of Famous EKCO Housewares:



Ekco Safety Cookers
Simplest and Safest of All



Ekcoware Stainless Steel Utensils
with Thick Copper Bottoms



Ekcoline Kitchen Tools and Kitchen
Tool Sets . . . in 4 Colors



Famous Flint Vanadium
Knives and Sets



Flint Stainless Steel Kitchen
Tools and Sets



The "Best" Egg Beater
Unsurpassed in Quality

D·E·SANFORD COMPANY, INC.

★ ★ NATIONAL SALES REPRESENTATIVES ★ ★

SEE OUR DISPLAY
 Booth #835 International Amphitheater, National Housewares and Major Appliance Exhibit, Chicago. January 15th to 22nd.



**FIRST IN SALES
FIRST IN PERFORMANCE**
GEM DANDY
ELECTRIC CHURN

Nationally advertised Gem Dandy Deluxe Electric Churn is a fast selling, *quality product* which gives complete customer satisfaction. It's the last word in performance, appearance, sanitation and ease of operation.

- Slow-speed, long-life motor.
- Bakelite handle.
- Mounted on sanitary, aluminum base with four Neoprene covered supports.
- Easy to clean.
- Detachable, aluminum shaft.
- Sanitary—white motor.
- Adjustable, aluminum dasher.
- 6 ft. Neoprene cord with plug. Convenient switch in cord.
- 1 year warranty.

Retail price \$19.95

Recommended Dealer's Cost \$12.49

Standard Model — Black Motor

Retail Price \$16.95

Recommended Dealer's Cost \$11.02



Gem Dandy Electric Churn may be used with owner's crock or with Gem Dandy Duraglas Churn Jars. These heavy duty churn jars are sold separately. 3-gal. retails about \$1.95. 5-gal. about \$2.45.

All prices slightly higher west of the Rockies.

FIRST IN PROFITS

Sales make profits and Gem Dandy is the largest selling electric churn in the world. You make \$7.46 on the deluxe model, \$5.93 on the standard model. Every electrified farm wants a Gem Dandy Electric Churn, it saves so much time and hard work.

Hundreds of thousands of enthusiastic owners testify to the high quality and fine performance of Gem Dandy Electric Churn.

Gem Dandy Electric Churn is nationally advertised in FARM JOURNAL, CAPPER'S FARMER, PROGRESSIVE FARMER and SOUTHERN AGRICULTURIST reaching 16½ million prosperous farm readers.

Order Gem Dandy Electric Churn and Duraglas Churn Jars from your distributor today.

Mail coupon for free display material that "STOPS THEM AND SELLS THEM!"

ALABAMA MANUFACTURING COMPANY
 Birmingham 3, Alabama

MAIL TODAY: FREE DISPLAY MATERIAL

Alabama Manufacturing Co.,
 Dept. A-33, Birmingham 3, Ala.

Gentlemen: Please ship today your free package of Gem Dandy display material.

Name

Address

My distributor is:

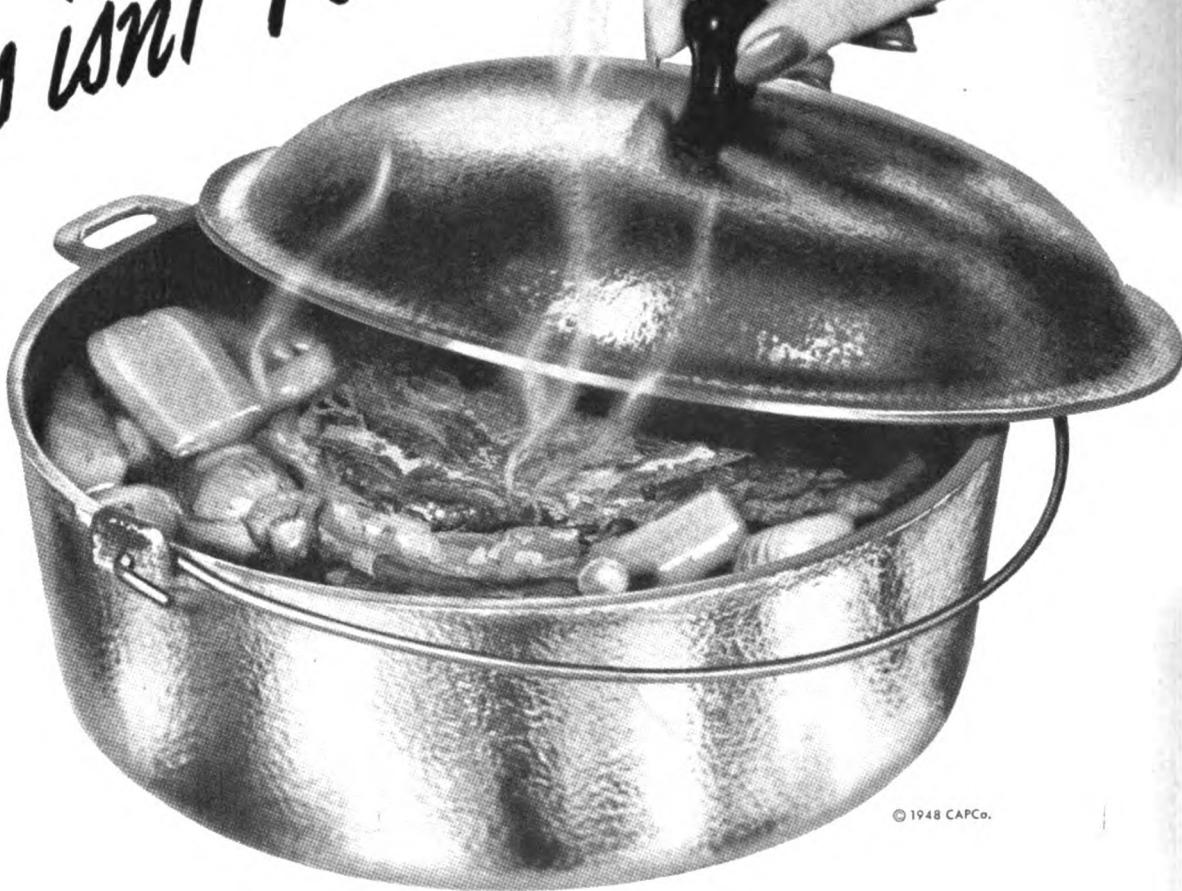
Name

Address



Club Aluminum

This isn't "Pot Luck"



© 1948 CAPCo.



You don't depend on luck to move *Club Aluminum Hammercraft Waterless Cookware*. Its very appearance is enough to win its way into any woman's kitchen. And what it doesn't say for itself, we say for it—with full-color advertising that speaks out to your customers from national magazines.

Month after month, this advertising tells millions of women how Club Aluminum brings new ease to meal preparation, new delight to the table, new glamour to the kitchen.

Then you've still another sales force at work—the more than four million women who own Club Aluminum. They add new pieces to their sets—tell their friends about its higher quality, greater convenience, better cooking.

If you have not yet enjoyed the splendid profits of Club Aluminum in your store, this is an excellent time to start. See us at the Housewares Show—Booths No. 1414-1416, International Amphitheatre, Chicago—Jan. 15 to 22, 1948.

CLUB ALUMINUM PRODUCTS CO., 1250 FULLERTON AVENUE, CHICAGO 14, ILLINOIS

THESE GRC "SILENT SALESMEN" MAKE YOUR CASH REGISTER TALK!

- Women Want Them!
- Women Need Them!
- COLOR Stops Them!
- SMART STYLING Sells Them —

6 COLORFUL HOOKS
ON A DECORATIVE
DISPLAY CARD

To Retail at

10c

"Just what I need!", says Mrs. Consumer, when she sees these E-Z Cup Hooks by your cash register. Sales are just as easy as that! GRC makes these hooks of sturdy, rust-proof, durable zinc alloy . . . enamels them in eye-appealing colors. To get those extra sales at the cash register—while you're making change on other purchases — display E-Z Cup Hooks prominently. Order an assortment in white, green, blue and red — today!

ONE-PIECE E-Z CUP HOOKS



DURABLE • USEFUL • DECORATIVE
For Kitchen, closets, curtains, bathrooms, etc.



MADE IN U.S.A.

Order today
through your wholesaler

Nickel and brass finishes
available carded as above
and in
BULK BOXES-1 GROSS TO BOX

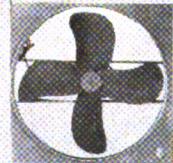
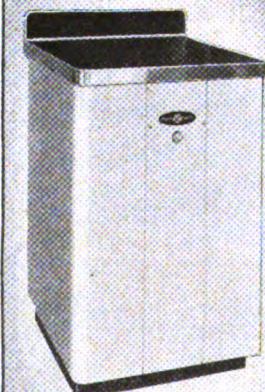
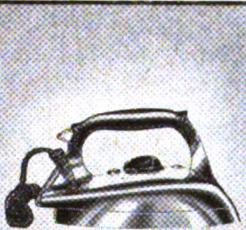
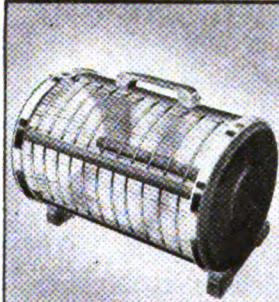


GRIES REPRODUCER CORP.

789 East 132nd Street • New York 54, N. Y.

"TOPS"

They Say About TOP LINE



EVERYBODY is talking about the beautiful, new 1948 work-saving, money-saving TOP LINE electric appliances designed to help home-makers turn their houses into homes . . . the sensational cylinder-type electric room heater . . . the marvelous new table-top 30-gallon electric water heater with the scratch-and scorch-proof plastic top . . . the streamlined, super-size electric iron . . . the breeze-building attic fan . . . and the light-weight, easily operated electric churn that takes the "irk" out of butter-making.

See them ALL at the
National Housewares and Major
Appliance Manufacturers Exhibit

January 15-22, 1948
Booths 521-523 International Amphitheatre
Chicago

See why your customers say
"TOP LINE is TOPS!"

Address: Dept. H

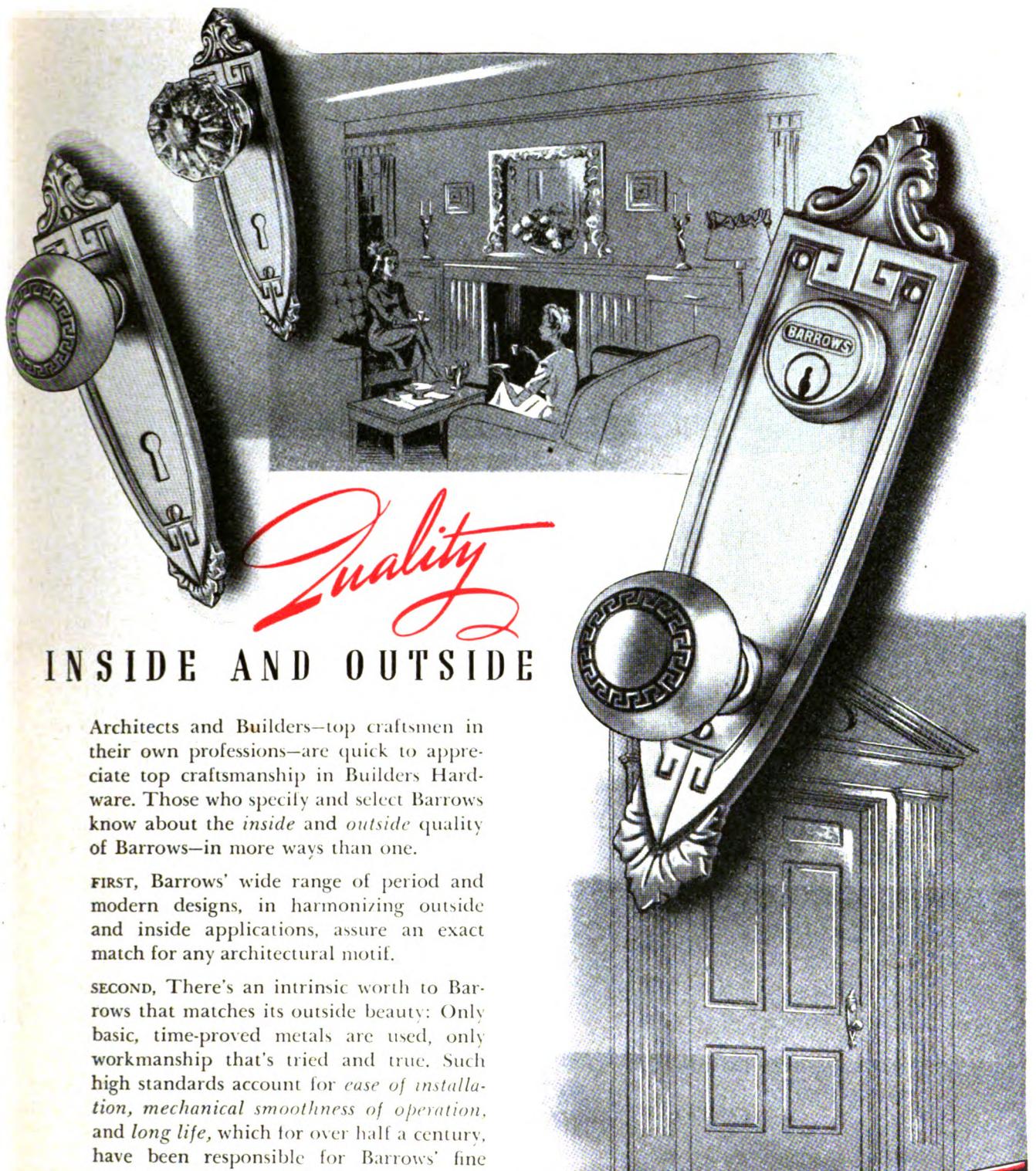


TOP  **LINE**
TRADE-MARK
HOME APPLIANCES

**TENNESSEE VALLEY
MARKETERS, INC.**

117 NINTH AVE., NO., NASHVILLE 3, TENNESSEE

Pioneers in Electrical Appliance Manufacture in the Tennessee Valley

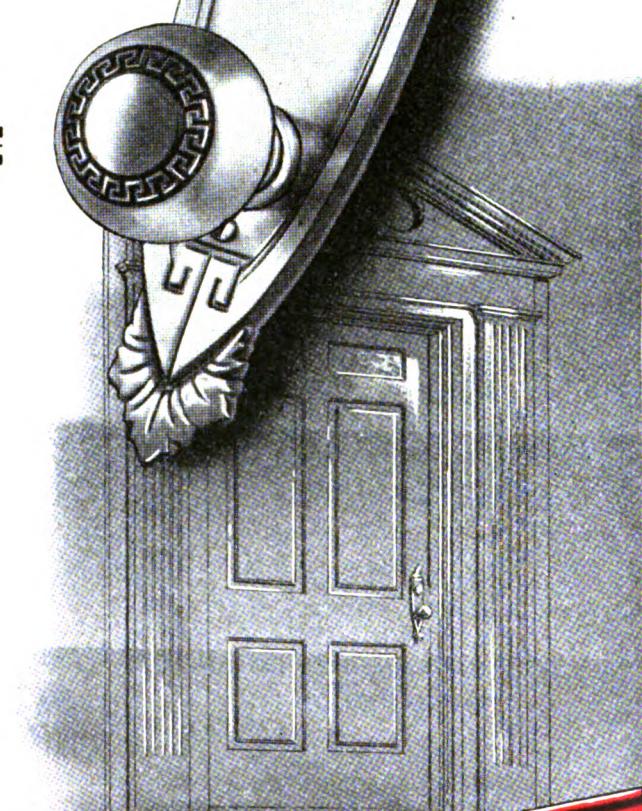


Quality INSIDE AND OUTSIDE

Architects and Builders—top craftsmen in their own professions—are quick to appreciate top craftsmanship in Builders Hardware. Those who specify and select Barrows know about the *inside* and *outside* quality of Barrows—in more ways than one.

FIRST, Barrows' wide range of period and modern designs, in harmonizing outside and inside applications, assure an exact match for any architectural motif.

SECOND, There's an intrinsic worth to Barrows that matches its outside beauty: Only basic, time-proved metals are used, only workmanship that's tried and true. Such high standards account for *ease of installation, mechanical smoothness of operation, and long life*, which for over half a century, have been responsible for Barrows' fine reputation in the building field.



Bank on **BARROWS**
NORTH CHICAGO, ILLINOIS

Single-Stroke Juice King



NATIONALLY
ADVERTISED
SATURDAY EVENING POST
GOOD HOUSEKEEPING
LADIES' HOME JOURNAL

• • •

SEE JUICE KING
BOOTH 1211-1213

National Housewares Show
Chicago, Illinois
Jan. 15-22

Single-Stroke
Model JK-30

"PARTNER IN AMERICA'S NUMBER ONE BREAKFAST!"

By overwhelming preference housewives have voted JUICE KING a "Partner In America's Number One Breakfast."

They know the magic ease of JUICE KING'S unique Single-Stroke operation...the sparkling beauty of its smart, modern design.

They rely upon JUICE KING as an integral part of that familiar breakfast scene—orange juice, toast and coffee.

Feature JUICE KING—a household name for the finest in home juicers.

NATIONAL DIE CASTING CO.
TOUHY AVENUE AT LAWNDALE • CHICAGO 45, ILLINOIS



Juice King
FINEST HOME JUICER

Brews real coffee
instantly!

Cafex presents

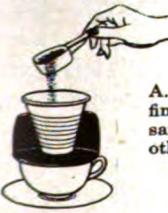
the improved

kwik-cup

**coffee-maker with
cloth filter**

Easy as A, B, C

A. Put in your favorite
finely ground coffee . . .
same coffee measure as
other coffee-makers.



B. Pour boiling water
over coffee . . .



C. Presto, Flash Filtra-
tion produces delightful,
flavorful coffee in
seconds.



Fast . . . efficient . . . easy to use . . . *kwik-cup* brews your favorite brand of coffee to individual taste in a matter of seconds.

Every family finds *kwik-cup* handy in addition to its regular coffee-maker. For that on-the-spot cup of coffee . . . mealtime . . . quick snack . . . any time a cup of coffee is wanted in a hurry . . . use *kwik-cup*.

See it at spaces 257-356, January Housewares Show in Chicago, or contact your Cafex distributor.

Cat. No.	Description	Std. Pkg.	Wt. Std. Pkg.	List Price
3-0101	Cafex kwik-cup coffee-maker	24	11 lbs.	.98 ea.
3-0101-13	12 Cafex kwik-cup filter cloths	72	4 lbs.	.35 box

**HARTFORD PRODUCTS
CORPORATION**

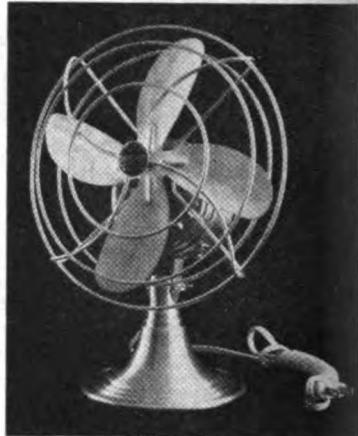
308 W. Washington Street
Chicago 6, Illinois

★ IMPROVED HOUSEHOLD PRODUCTS
CAFEX ★



All in one package with

CHROM-EVER



8" ELECTRIC FAN

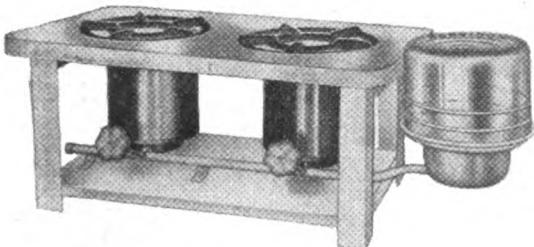
A real chrom-ever beauty with spun aluminum motor housing and base. Cool running, quiet motor, adjustable, rubber pads on weighted base.

Retail 7.95

10" ELECTRIC FAN

Built with the same chrom-ever quality features as the 8" fan, but with oscillating movement and 10" blade.

PORCELAIN DE LUXE COOK STOVE



Gleaming chrom-ever white porcelain top with black porcelain grills and outer shells makes this a beautiful, easy to clean, oil cook stove. Equipped with chrome steel shells that will not burn out. Also available in 2 and 3 unit models with or without legs.

SEE US AT NATIONAL HOUSEWARES SHOW
Chicago, Illinois, January 15-22 at BOOTH 123



ELECTRIC MIXER

With two interchangeable mixing blades, push button operation, self lubricating electric motor. Full quart glass container. Perfect for whipping cream, light batters, mixing drinks.

Retail 7.95

Order from—

Asquith
ASSOCIATES, INC.

131 STATE STREET, BOSTON

Exclusive National Sales Representative

Federal gives you the DEAL of a "Lifetime"!

FEDERAL'S "Lifetime" SEAT

BEST PRICE

'795
UNCONDITIONALLY
GUARANTEED

Won't Chip

Won't Peel

More Sanitary
Easier to clean

Stronger and
longer than wood

Manufactured of a
special formula
developed in
co-operation with
The Dow Chemical Co.

THE ORIGINAL
Federal's Lifetime Seat
UNCONDITIONALLY GUARANTEED
BY FEDERAL SEAT CO.



THIS ATTRACTIVE COUNTER
DISPLAY TELLS AND SELLS
YOUR CUSTOMER!

Sturdy, easel-back board (23½" x 24")
has full-size seat mounted in the center,
showing its lightweight durability and
sanitary construction. Four miniature
seats, complete in every detail, show at
a glance the colors available. What a
traffic-stopper, what a sales-producer!



HERE'S THE FEDERAL OPEN FRONT SEAT

Streamlined, sturdy! Gleaming jet black and
sparkling white! Made to the same careful
specifications as the Federal "Lifetime" Seat—
to give the same service and satisfaction!

\$43.70 FAST PROFIT—
plus
FREE DISPLAY

you BUY—

12 famous FEDERAL "Lifetime" SEATS
6 FEDERAL OPEN FRONT SEATS

for

you GET the attractive, ready-made
display ABSOLUTELY FREE

you SELL the 18 seats included

you NET \$43.70 CLEAR PROFIT
plus free shipping

WON'T PEEL!

WON'T CHIP!

MORE SANITARY!

STRONGER THAN WOOD!

SOLID BRASS HARDWARE!

Made of a special formula
developed in cooperation
with The Dow Chemical Co.

You never earned \$43.70 so easily in
all your selling days! Your sales on
the famous Federal "Lifetime" Seat
are ready-made when you put this
eye-catching display on your counter.
Your customer sees the quality and
durability of the "Lifetime" Seat . . .
reads about its features . . . selects a
color from the miniatures. All you
have to do is make the change and
deliver the merchandise. Here's selling
at its best! And remember, the dis-
play is yours—to use over and over
again! Alert dealers all over the coun-
try are getting in on this deal. Don't
let this big profit opportunity pass
YOU up!

CONTACT YOUR JOBBER NOW — TODAY — AT ONCE!

FEDERAL SEAT CO.

36-26 38th STREET, LONG ISLAND CITY 1, N. Y.

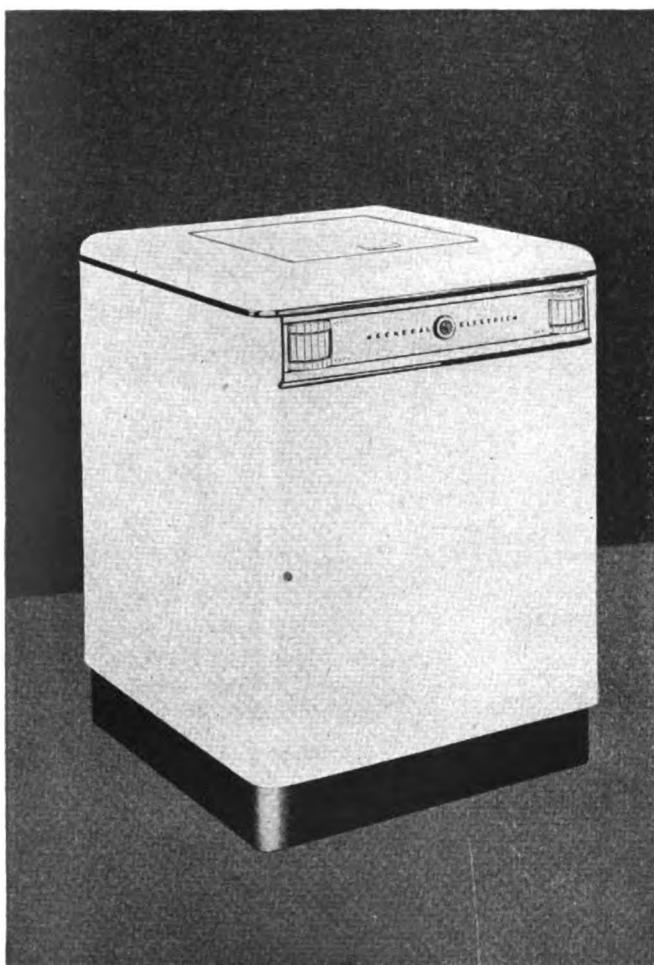
Sole Canadian Distributors: Master-Plumbers' Products, Ltd.,
385 King William St., Hamilton, Ont. (Canadian prices slightly higher.)

General Electric brings you complete line of Home

Take a long look at this big line of money-makers!

These wonderful, work-saving General Electric appliances are just what your customers want—to make washday a breeze. Remember, national surveys show that 53 out of 100 women prefer General Electric appliances!

For further details, see your General Electric distributor. General Electric Company, Appliance and Merchandise Department, Bridgeport 2, Connecticut.



1. The revolutionary new G-E All-Automatic Washer. The controls are set just once. All by itself, it soaks—washes—rinses—damp-dries. Cleans itself, shuts off. Empties or saves rinse water for next soaking!

Women are raving about this wonderful washer—packed with more *new* automatic features than you've seen in years! Holds 9 pounds of dry clothes. Model AW6.



2. G-E "De Luxe" Wringer Washer. Ideal for large family—10 pounds capacity. It washes clothes so clean—so fast!

When the new "Instinctive" Wringer is operating, a slight push or pull on the wringer (or slight tug on clothes going through wringer) instantly stops the rolls. Adjustable Timer, "Activator"® Action, and G-E's own "Permadrive" Mechanism. Model AW132.

*Trade-mark Reg. U. S. Pat. Off.

GENERAL  ELECTRIC

the most Laundry Equipment!



3. G-E "One-Control" Wringer Washer. New, improved G-E beauty for sparkling, "Quick-Clean" washing! 8 pounds capacity. Adjustable Timer, "Activator" Action, One-Control Wringer, "Permadrive" Mechanism. Model AW332.



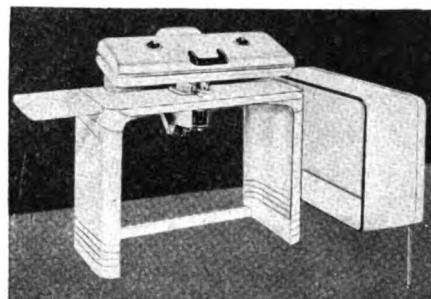
4. G-E "Economy" Wringer Washer. Clothes come out clean, fresh, and white—thanks to the famous "Activator" triple-washing Action. 8 pounds capacity.

Adjustable Wringer, "Permadrive" Mechanism. Model AW132.



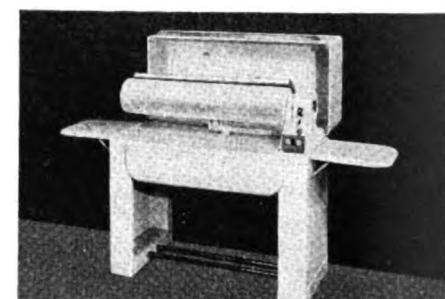
5. G-E Automatic Tumbler Dryer. Dries clothes indoors regardless of the weather.

Clothes dry quickly by gentle, tumbling movement. No more clotheslines! Laundry may be taken out damp dry, ready to iron, or dried completely. Model AD6.



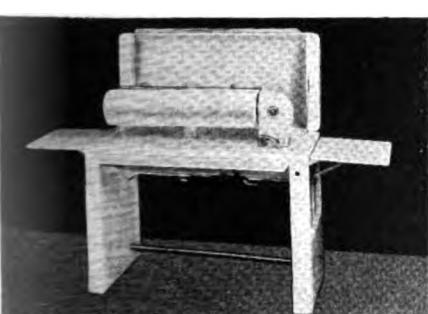
6. G-E Flatplate Ironer. Lets a woman sit down to iron, do two flat pieces at a time!

Automatically controlled heat. Does most professional job possible in any home! The 300 square inches of flat ironing surface are equal to 11 hand irons. Model AF12.



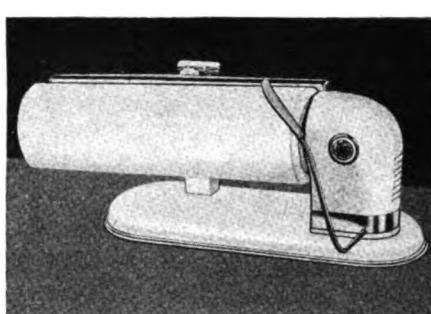
7. G-E De Luxe Automatic Rotary Ironer. *Something Special* in rotary ironers, our finest rotary model.

Easy hand or knee control. Two speeds. Extra-large 30-inch roll does any work in double-quick time! Model AR20.



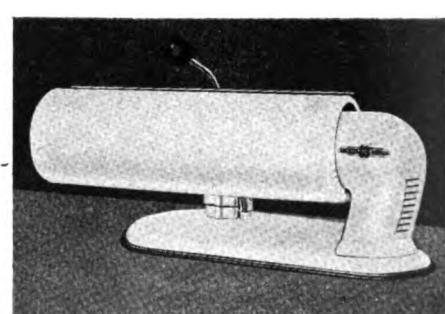
8. G-E Fold-away Automatic Rotary Ironer. A streamlined ironer that's another fine example of G-E quality and beauty.

Choice of hand or knee control. 26-inch roll, single speed—wonderful for any kind of ironing. Folds into cabinet, making a handy work surface. Model AR19.



9. G-E Automatic Portable Rotary Ironer. A woman can move it anywhere—iron anywhere she pleases!

So light, this popular ironer can be used on any table. Hand or knee control, single speed, 22-inch roll. Does beautiful work on sheets, shirts, dresses. Model AR18.



10. G-E Portable Rotary Ironer. Manually operated. "Finger-tip" lever starts and stops roll, and serves as pressing control.

Operating lever is conveniently located for easy use with right or left hand. Sturdy, dependable, it does a man-size job for its 33 pounds! Model AR17.

Corner the Oil Brooder Market with Revolutionary New HUDSON Mother-Hen*



Easiest to sell . . . No doubt about it — YOU can be the dealer doing the lion's share of the oil brooder business. Sell the Hudson Mother-Hen: A revolutionary new burner that burns better without cleaning — gives much better performance and saves hours of work. A perfected burner that saves dollars of fuel. New simplicity of design — easy to set up, easy to dismantle. The safest, most dependable oil brooder on the market!

Most sales help . . . Many of your customers know about the sensational new Hudson Mother-Hen Oil Brooder before they visit your store. In leading national, regional and state farm papers . . . in leading poultry journals . . . Hudson is running the greatest brooder advertising campaign in history. Be ready — order now!

Easiest to stock . . . You'll appreciate this: All Mother-Hen Oil Brooders have the same burner. You stock one type of burner and 3 sizes of hovers. Keep a balanced stock by simply ordering the hover sizes that sell fastest. This keeps down your investment, saves floor space, eliminates excessive carry-overs. Right down your alley!

ORDER NOW FROM YOUR JOBBER — IMMEDIATE DELIVERY

© 1947 H. D. H. MFG. CO.

*T.M. REG. U.S. PAT. OFF.

H. D. HUDSON MANUFACTURING COMPANY • 589 E. Illinois Street, Chicago, Illinois, U. S. A.

Sprayers and Dusters
Hay Tools and
Barn Equipment
Livestock Equipment



TESTED AND PROVED EQUIPMENT

Poultry Equipment
Farm Ventilation
Equipment

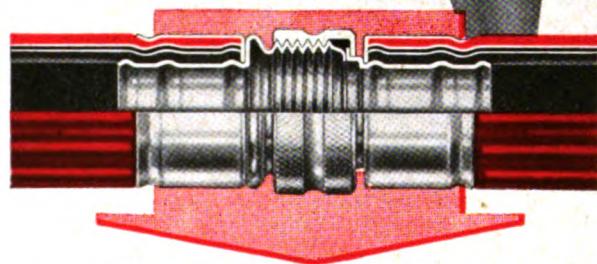
Look! **WEIGHS ONLY**
25 FOOT COIL
4½ LBS.

SWAN RITE-WATE GARDEN HOSE

Swan RITE-WATE garden hose is the right piece of merchandise to offer those of your customers who demand a light weight hose, but who want the tried-and-proven construction of cotton cords and rubber.

Swan RITE-WATE hose has a smooth rubber inner tube, a single ply of super-strength cotton cords which resist kinking and bursting, the Swan patented MAXI-FLOW coupling, and a handsome, tough, wear-resisting red cover—absolutely no plastics.

Its solid brass MAXIFLOW coupling permits it to deliver as much water as ordinary $\frac{5}{8}$ inch hose! Will withstand eight times average city water pressure, and retails at a price which eliminates plastic hose competition.



MAXIFLOW TURNS THE TRICK

A hose can deliver only as much water as can pass through its coupling. Swan's patented MAXIFLOW coupling is expanded from inside . . . not crimped from outside. Thus the inside diameter of the coupling and the hose are the same. That is why Swan RITE-WATE hose will deliver as much water as ordinary $\frac{5}{8}$ inch hose.

AND IT'S PRICED TO SELL

A 50 foot coil of Swan Rite-Wate hose can retail at \$5.95 and still yield an attractive profit.



SWAN RUBBER COMPANY . . . BUCYRUS, OHIO

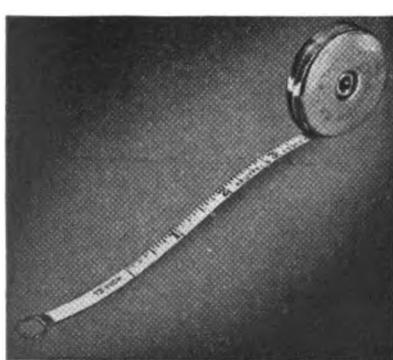
World's Largest Manufacturer of Garden Hose

AT STRICTLY COMPETITIVE PRICES



SHOW a WYTEFACE* Steel Tape. Your customer will take it every time. Show him how *easy* to read the jet black markings on the white background are—in the brightest glare or in hardly any light at all. You can assure him that WYTEFACE Steel Tapes are easy to keep clean, are rust-resisting and hard to kink. Ask your jobber about WYTEFACE Steel Tapes and Steel Tape Rules.

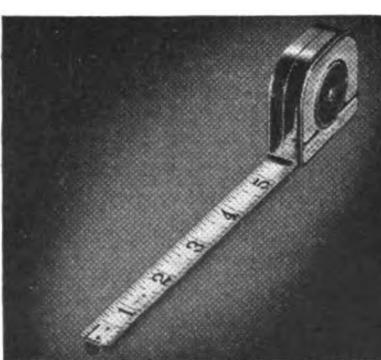
*Trade Mark. WYTEFACE Steel Tapes and Tape Rules are protected by U.S. Pat. 2,089,209



TIP TOP* WYTEFACE
POCKET STEEL TAPES

½-inch width. Handsome chromium-plated case convenient for pocket or handbag. 36 and 72 inches.

*Reg. U. S. Pat. Off.



HANDY† WYTEFACE
STEEL TAPE RULES

½-inch width. Semi-rigid. Blade can be replaced in a moment, without taking case apart. 72 and 96 inches.

*Trade Mark

FAVORITE* WYTEFACE STEEL TAPES

For carpenters, masons, builders, electricians, plumbers, steamfitters, contractors, architects. For the farm, store or home. ¾ inch width. With or without "K & E End Fastener for one man measurements". Hard-wearing black leatherite case with nickel plated mountings. Four lengths—25, 50, 75 and 100 feet.

*Reg. U. S. Pat. Off.



Drafting, Reproduction, Surveying
Equipment and Materials,
Slide Rules,
Measuring Tapes.

KEUFFEL & ESSER CO.

EST. 1847

NEW YORK • HOBOKEN, N. J.
CHICAGO • ST. LOUIS • DETROIT • SAN FRANCISCO
LOS ANGELES • MONTREAL

More than 3.7 MILLION men with alert minds and busy hands—big buyers of tools and hardware—are steady readers of *Popular Mechanics*. In every issue we're using a full-page color ad like this to remind them that BRANDED tools and hardware—bought at the HARDWARE store—are BEST.

... *Popular Mechanics Magazine*

"Hope this won't make
you mad, Jerry . . ."



JERRY: What's on your mind, Uncle Pat?
I can take it.

UNCLE PAT: Well, you'd better return that
saw and get your money back—if you
still can.

JERRY: What do you mean? What's the
matter with this saw?

UNCLE PAT: It's one of those bargain counter
orphans, Jerry. No brand name. No
reputation. Nothing behind it to back
it up. It'll let you down just as sure as
you're born.

JERRY: Brand names aren't that important,
are they?

UNCLE PAT: They are to me. I want quality
when I buy tools. That's why I always
do my buying at the hardware store,
where they carry the best in every line.
And believe me, I never put my money
down till I see a brand name I can trust.

your HARDWARE DEALER sells QUALITY tools
and hardware...Buy from HIM



POPULAR MECHANICS

(Reproduced from *Popular Mechanics*, January, 1948)

FREE!
Big, colorful
posters to boost
sales in your store.
WRITE:
Popular Mechanics
200 E. Ontario St.
Chicago 11, Ill.

drying is so important!

SENSATIONAL NEW

Stop Watch ENAMEL

Dries in 57 minutes!

Backed by a hard-hitting consumer advertising campaign in LIFE Magazine, fast-drying STOP WATCH ENAMEL is a specialty item that moves fast!

STOP WATCH ENAMEL comes in a short line of decorator-selected colors, for fast turnover on small inventory. Perfect for furniture in constant use!

Ask Your Jobber

THOMAS C. DUNHAM, INC.

Long Island City, N. Y.

Founded 1852



Retails at 25¢
Western States slightly higher



Surf Presents

The Surprise appliance of the year...
an exciting new product for the home...

* Sensationally NEW! First and only
motor-driven home knife sharpener!

* All alone in the field with a big, un-
touched market all to itself!

* Moderately priced (list \$9.95) for the
mass market . . . for volume sales and
volume PROFITS!

* Precision-engineered by G-M
Laboratories Inc., makers of the famous
Surf Fan and SEASON-AIR!

* Makes knife sharpening quick and
easy—with no skill or practice needed!

* Puts a perfect, scientifically correct
edge on any blade, large or small, in
SECONDS!

Every Surf
Home Appliance
a Leader!

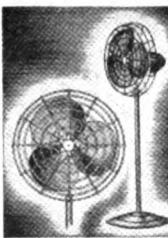
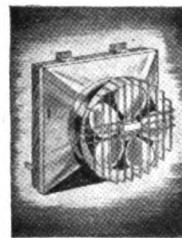
SEE THEM ALL IN BOOTHS
547 AND 549

Visit the Surf display (Space 547 & 549)
at the Housewares Show, January 15
through 22, in the International Amphitheater, Chicago.

KEEP YOUR EYE ON

Surf

The great new name
in household appliances



SURF Attic Fan

There's a new angle in
attic fans—developed
by Surf. Summer air
circulation at its best,
but at much lower cost.

SURF Air Circulator

First of its kind! Three-
speed oscillating circu-
lator with exclusive
safety features you've
never seen before.

SURF Power Tool

New in theory, new in
design—with unique
features that make it
the most versatile
home and shop tool.

SURF Season-Air

It's a heater! It's a fan!
The only room condi-
tioner that is truly con-
vertible for 100% all-
season efficiency!

SURF Table Fan

All the great sales
features that made the
Surf Fan a big profit
appliance last year—
plus new refinements.

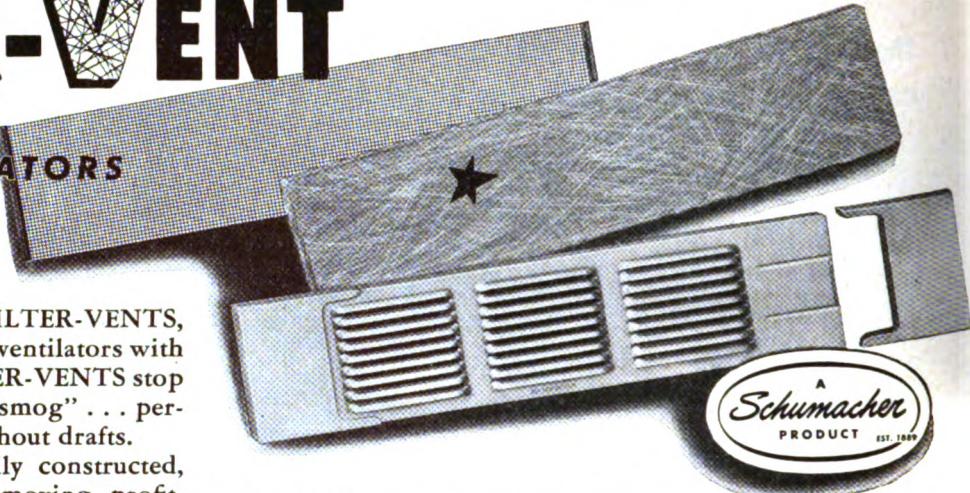
G-M LABORATORIES INC. • 4296 N. KNOX AVE. • CHICAGO 41

SELL 'EM! DISPLAY 'EM!

They're a hot item
for cold weather!

FILTER-VENT

WINDOW
VENTILATORS



Now is the time to push FILTER-VENTS, the handsome new window ventilators with the efficient air filters. FILTER-VENTS stop rain, snow, dirt, soot and "smog" . . . permit passage of fresh air without drafts.

All adjustable, all sturdily constructed, FILTER-VENTS are a fast-moving, profitable item (and 2 sizes fit 85% of all household windows). Refer to your listings under "Ventilators" and order an assortment today!

THE F. E. SCHUMACHER COMPANY, HARTSVILLE, OHIO

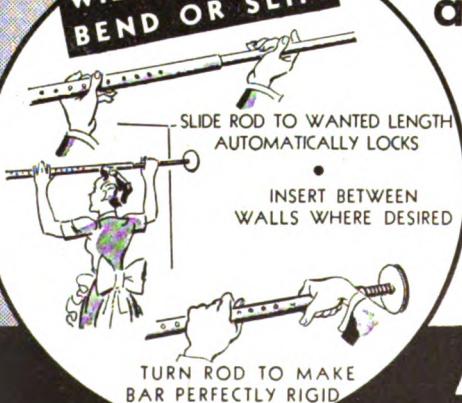
INQUIRE NOW!

NEW "REDDY-LOC" ADJUSTABLE WINDOW SCREENS
BUILT RIGHT PRICED RIGHT

The FASTEST SELLING CLOSET ITEM ON THE MARKET



NO SCREWS . . .
NO NAILS . . .
WILL NOT SAG,
BEND OR SLIP!



TELESCOPING • ADJUSTABLE WARDRO-BAR and Shower Curtain Bar

- 24 INCH LENGTH THAT EXTENDS TO 42 INCHES
- 42 INCH LENGTH THAT EXTENDS TO 72 INCHES
- 47 INCH LENGTH THAT EXTENDS TO 84 INCHES

The smoothest, smartest item in any closet houseware or hardware line—and the fastest selling, too! It doubles closet space . . . adds extra hanging space for towels, lingerie, etc., is permanent . . . yet easily moved with no telltale screw or nail holes. And they sell on sight—because every home can use from one to six bars! Individually packed . . . for immediate delivery!

If your dealer cannot supply you, send us his name with your inquiry.

ALBERT TAUB & CO.

1375 EUCLID AVENUE

CLEVELAND OHIO

DURABLE

PURITAN
COTTON BRAIDED CORD

For nearly three quarters of a century, solid braided cotton has made the most durable sash cord. Its superiority has brought universal demand. And, in all this time, no sash cord offered has surpassed the durability . . . the long-wearing record . . . of Puritan! Compare Puritan for durability . . . or any other desired or required advantage. We'll gladly send you a hank.

FREE! Write for 50 ft. hank of time-tested, durable Puritan Sash Cord, without obligation. Puritan Cordage Mills, Inc. (manufacturers), Louisville 6, Ky.

other
PURITAN PRODUCTS
* for every purpose
in every price class
ECLIPSE CLOTHESLINE
AUNT JOSIE CLOTHESLINE
PLANET CLOTHESLINE
PURITY CLOTHESLINE
OTTER MOP YARN
MAGNOLIA PLOW LINE
BACK BAND WEBBING
APRON BINDER WEBBING
REGAL SASH CORD
KENDALE SASH CORD
SOUTHGATE SASH CORD
RAILROAD BELL &
SIGNAL CORD
MARINE BRAIDED ROPE
WELTING CORD
PIPING CORD

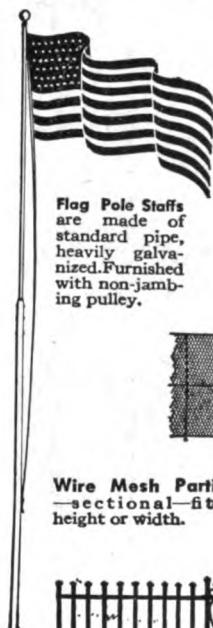
PURITAN
Sash Cord



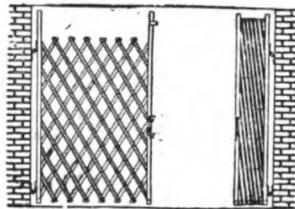
You Can Depend On

Moline

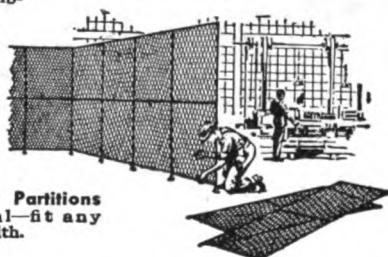
For A BETTER Job!



Flag Pole Staffs
are made of
standard pipe,
heavily galva-
nized. Furnished
with non-jamb-
ing pulley.



Steel Folding Gates in single
or double construction—with
or without overhead track.



Wire Mesh Partitions
—sectional—fit any
height or width.



Stewart Iron Picket Fence is available in many
styles. Also Chain Link Wire
Fence for all types of property
protection.

**IT'S PROFITABLE
BUSINESS
FOR HARDWARE
DEALERS**



Many hardware dealers are increasing their profits with Stewart products. And it's all clear profit, too, because you make no investment and you are not required to carry any stock. Here's all you do: Send for free Stewart literature and familiarize yourself with Stewart products. Then you send us your inquiries for fence and other metal specialties. We do the rest and pay you a commission when the sale is made. Simple, isn't it? Write today! There's no obligation whatever. A few products are shown above. There are scores of others.

THE STEWART IRON WORKS CO., INC.

1537 Stewart Block, Cincinnati 1, Ohio

Experts in Metal Fabrications Since 1886

Stewart IRON and WIRE FENCES



No. 800

No. 805

No. 810

MOLINE STEEL TACKLE BLOCKS FOR MANILA ROPE

STRONG . . . STURDY . . . DEPENDABLE

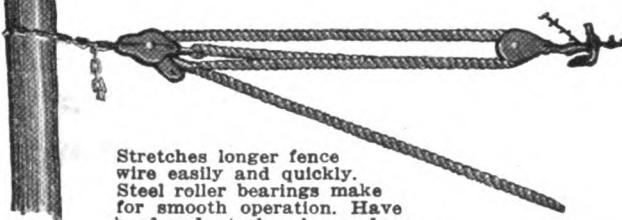
Made with heavy steel side plates and U-brackets and strong oversized forged steel hooks and thimbles. Single, double and triple sheave for $\frac{1}{4}$ to 1" manila rope. Side plates have rounded edges which increases rope life. Finished in lustre enamel.

Moline Heavy Duty Load Binders *Double Swivels For Flexibility*



Constructed of high strength, heat-treated malleable iron. Has improved, comfortable hand grip. Bright enamel finish. Three sizes. No. 744 for $\frac{1}{4}$ " chain; 745 for $\frac{1}{2}$ " chain; No. 746 for chain over $\frac{1}{2}$ ".

Moline Safe-Lock Wire Stretchers



Stretches longer fence
wire easily and quickly.
Steel roller bearings make
for smooth operation. Have
hardened steel axles and re-
fined malleable wire grip and
hook with chain at one end and
wire hook at other.

Write Dept. HA-10 for complete catalog. WE SHIP QUICK!



A PACKAGE for every purpose! A PRICE for every purse!

That's what gets the sales—when you can give your customers just exactly the package size and price that meet their particular needs! Take the generous quart size of liquid 2-4 Dow Weed Killer. It treats 8,000 square feet of lawn—plenty for spring and fall applications, and a nice saving over repeated purchases of smaller packages. Substantial home owners—they're one of your best markets—go for it in a big way. Remember, 2-4 Dow Weed Killer comes in nearly a dozen package sizes—up to 50 gallons for large-scale users, down to $\frac{1}{2}$ pints for small lawn owners, and even 25c packets for those who want to try it out! Stock them all—and get those sales!

FOR STEADY PROFITS—THE COMPLETE DOW LINE

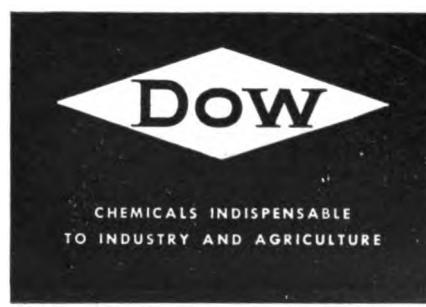
The Dow Weed Killers . . . 2-4 Dow Weed Killer (liquid and powder), Esterac 44, Dow Contact Weed Killer, and Dow Selective Weed Killer . . . head up the expanding line of Dow Agricultural Chemicals. Dow offers DDT formulations, insecticides and fungicides, seed protectant for cotton and peanuts, plant growth regulators, grain fumigants. It's a profit line—better let us tell you all about it.

AGRICULTURAL CHEMICAL DIVISION

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington • Cleveland • Detroit • Chicago
St. Louis • Houston • San Francisco • Los Angeles • Seattle

Dow Chemical of Canada, Limited, Toronto, Ontario





NEW PACKAGE DEAL FOR MORE FISHING TACKLE PROFITS

BACKED BY THE GREATEST ADVERTISING CAMPAIGN IN THE HISTORY OF THE INDUSTRY

These sales producing H-I displays will build greater fishing tackle profits for you. Each striking, attention-getting card—one for rods . . . one for reels . . . one for lines—is a complete unit, featuring items especially selected for BUY APPEAL. And each one will be pre-sold to your customers by the greatest consumer advertising campaign in the history of the tackle industry.

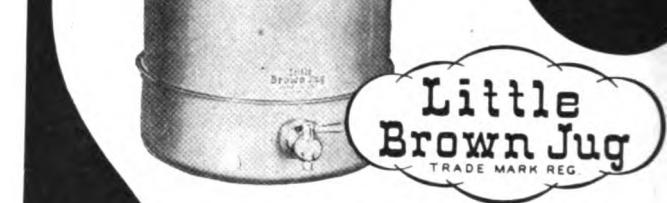
This new triple barreled merchandising set-up is your opportunity to cash in with H-I. Feature all three displays. Then watch your tackle sales and profits jump. See your H-I representative or write us direct for complete information.

HORROCKS IBBOTSON

UTICA, NEW YORK

Manufacturers of the Largest Line of Fishing Tackle in the World.

OUTDOORSMEN DEMAND more than just a jug



Little Brown Jug
TRADE MARK REG.

- ✓ LIGHT IN WEIGHT
- ✓ FAUCET OR SPOUT
- ✓ DOUBLE INSULATED
- ✓ TEMPERATURE SEAL CAP
- ✓ SMARTLY MODERN

Stays Hot or Cold Longer

There is only one LITTLE BROWN JUG—a name that millions know and millions more will see in 1948 National Advertising. Smart design—lustrous metallic finish—1 and 2 gal. sizes. Feature this famous line—assure your customers complete satisfaction—boost your sales. Sold exclusively thru better hardware jobbers everywhere.

Newspaper mats and cuts available on request. Write for literature about this and other fast selling Hemp and Company products.

HEMP AND COMPANY
1212 East Murray St., Macomb, Illinois

LIGHT UP YOUR PROFITS WITH POST-WAR STAR*LITE BATTERIES!

- Built for Longer Life
- Guaranteed to Exceed Government Specification
- Priced for Distributor Profits



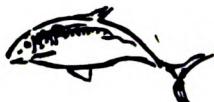
Supreme on every point—
3 to 4 hours longer burning time . . . greater shelf life . . .
heavy duty metal top . . . full brightness throughout
burning life! Truly a perfected post-war battery—the finest quality on the market.
Packaged in self-selling display units, they're priced for top dealer profits!
Write for full specifications and price list.

STAR-LITE

BATTERY COMPANY, INC.

35 Meadow Street, Brooklyn 6, New York

Columbian



THE PREFERRED LINE...

Men who work with ropes prefer Columbian—the rope that is easier to handle and that stays on the job longer.

Columbian Rope is preserved and waterproofed by an exclusive process that keeps it flexible and easy-working regardless of wetting or age. This same Columbian treatment staves off rotting, maintains full strength of the rope longer.

Whatever your need, Columbian is the preferred line. Columbian's correct lay means perfect balance and no kinking.

You can always tell genuine Columbian Pure Manila Rope by the red, white, and blue surface markers running through one strand in $\frac{3}{4}$ " sizes and larger. Insist on the red, white, and blue proof of top rope quality . . . Columbian Pure Manila Rope.

COLUMBIAN ROPE COMPANY
400-70 Genesee St., Auburn, "The Cordage City", N.Y.



Purse-seining for tuna

PURE MANILA

Columbian Rope

SEE SCHLUETER'S
Nationally-Advertised

DE LUXE
MOP WRINGER
PAIL

at the NATIONAL
HOUSEWARES SHOW
CHICAGO

Booths
1141...
..1143

Jan. 15-22

INTERNATIONAL
AMPHITHEATRE

Inspect the DeLuxe Mop Wringer Pail at the Chicago Show. See how efficiently it works, how well it's made, how easy it is to sell.

Here's an item women have been reading about in their favorite magazines...the nationally-advertised pail that wrings the mop without wetting lovely hands—the pail women want because it makes housework easier, saves back-breaking drudgery.

And you'll also see on display...in Booths 1141 and 1143...other DeLuxe products which have made Schlueter a dependable source of quality heavy metalware for more than 40 years.



The GOOD HOUSEKEEPING
Guaranty Seal Appears on
Every Pail.

SCHLUETER MFG. CO.
ST. LOUIS, MISSOURI



Ready for you NOW!
AT THE
METALOID BOOTH #1239
NATIONAL HOUSEWARES SHOW
JANUARY 15-22

1

NU-TOP
STOVE PADS

See America's foremost line of bright metal, lithographed, and chromium-plated stove pads. NU-TOP offers you a complete line of beautiful, all-purpose stove, table, and general household pads. Practical, yet inexpensive.

2

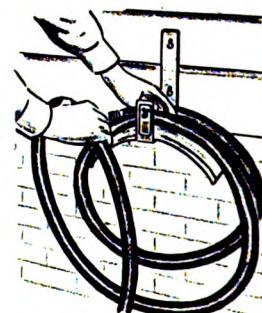
DUAL DISPENSER

Be sure to check into the sales-appeal of the One dispenser for Two kitchen needs—wax paper and paper towels. Easy to load and use. Top cover serves as cutting edge for wax paper. Sturdy wood bar holds paper towels. Suggested retail price: \$1.29.

3

Handy
HOSE HANGER

Here's another Metaloid exclusive—the Handy Hose Hanger. This fast-selling, inexpensive hanger protects and holds garden hose neatly and securely. Heavy steel construction. Every householder is a potential customer.



Plus . . .

other fast-selling household items such as the metal Utility Table—the ideal kitchen table for mixers, roasters, and other appliances.

The METALOID Co.
5815 KINSMAN RD. • CLEVELAND 4, OHIO

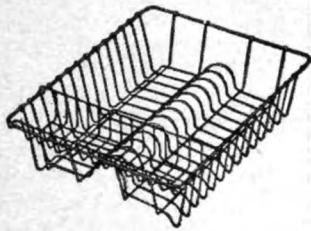
A Complete

LINE OF BEST SELLERS

Here are a few of Androck's current "best sellers" . . . typical of the modern styling and sales appeal . . . typical of the outstanding quality that has won for Androck housewares an increasing volume of business all over the country.



*** No. 373 FLOUR SIFTER**
3 sifting screens. 4-cup size.
One handed operation. Direct
drive, no gears. Decorated.



*** No. 290 DISH DRAINER**
Rugged wire construction—all
joints electrically welded.
Hinged silver tray.



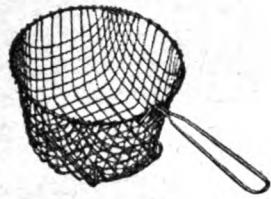
*** No. 484 EGG BEATER**
Stainless steel wings. Ball bearing
action. Center drive. Colorful
Catalin handle and knob.



*** No. 2934 FARM BASKET**
Rubber coated. For fruits, vegetables,
and all root crops. Capacity $\frac{5}{8}$ bushel.



*** NICKEL PLATED KITCHEN TOOLS**
Lacquered wood handles. Will
not chip or peel. Comfortable
grip. Complete selection.



*** No. 1507 FRY BASKET**
Ideal for french fries, potato
chips, etc. One-half inch wire
mesh. Pure tinned.



*** No. 814 BROILER**
See the complete line—all styles,
sizes and weights of fast-selling
picnic broilers.



*** STAINLESS STEEL KITCHEN TOOLS**
Stainless Steel metal parts with
colorful Catalin handles. Practical
designs, graceful patterns.



*** No. 711 TEA STRAINER**
Beautiful plastic frame in attractive
modern design. 30 mesh bowl. 12 in display carton.



*** No. 501 LAWN RAKE**
Lightweight, yet rugged and durable.
Replaceable teeth can be "snapped" out easily.



*** ANDROCK FOOD STRAINERS**
2 $\frac{1}{2}$ ", 3 $\frac{1}{2}$ ", 5", and 6"—strainers
for various purposes in different
sizes and meshes.



*** No. 85 ALUMINUM GRID**
Cast-aluminum—lightweight
rust-proof. Packed in luggage-type
carrying case.

ANDROCK

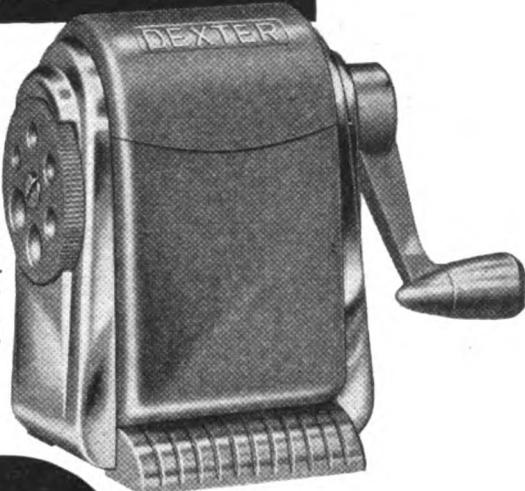
THE WASHBURN COMPANY
WORCESTER, MASS. • ROCKFORD, ILL.

ADVERTISED IN

LIFE

Popular, profitable
gift item . . . the
handsome new Apsco
Dexter Deluxe Model

Enjoy fast
turnover, too,
with Apsco
Giant, Premier
and other
quick-selling
models.



Apsco Pencil Sharpeners

AUTOMATIC PENCIL SHARPENER CO.
World's Largest Producer of Pencil Sharpeners
ROCKFORD, ILL. • LOS ANGELES • TORONTO

100% CRUDE RUBBER SPONGES



High quality seamless sponges, soft and absorbent, in a complete assortment of sizes for many household uses . . . washing and cleaning cars, walls, tile, upholstery, etc. Available colors: red, blue, green and tan. Attractively packaged and designed for quick sales and profits. Place your orders today for PROMPT DELIVERY.

ITEM NO.	SIZE	SUGGESTED RETAIL	YOUR COST PER DOZ.
607	4 1/4 x 2 3/4 x 1	19¢	\$1.25
646	4 1/2 x 3 x 1 1/2	25¢	1.80
644	5 x 3 x 1 1/2	35¢	2.10
617	5 1/2 x 4 x 1 1/4	49¢	3.00
647	5 1/2 x 4 x 1 1/2	59¢	3.50
648	6 1/2 x 4 x 1 1/8	69¢	4.75
649	7 x 4 x 1 1/4	89¢	5.25
650	7 1/2 x 4 3/4 x 1 3/4	98¢	7.00

JOBBERS FULLY PROTECTED Also inquire about our complete line of foam and sponge rubber products — Oval Shaped Sponges, Kneeling Pads and Soap Mats.

PRESTO MANUFACTURING COMPANY
673 BROADWAY, NEW YORK, 12 N.Y.

PARKER

Builders' Hardware

"PARKER" ADJUSTABLE SHELF STANDARDS and brackets for a thousand and one uses . . . Book shelves • Cupboards • Stockrooms • Store fixtures • Linen closets • Medicine chests • China closets, etc., etc. . . .

"PARKER" ADJUSTABLE SHELF STANDARDS are easily and quickly installed. Brackets snap in and out easily and require no tools. Shelves can be raised or lowered instantly as required. Alternate slots are numbered for easy lining up of shelves.

Made of heavy gauge steel, electro plated rust-resistant finish. Made in 12 ft. lengths. Can be furnished in any length to order. LOW IN COST.

Immediate shipment
from stock!

Are you on our mailing list?

S. PARKER HARDWARE MFG. CORP.

"From Foundry to Finished Product"
27 LUDLOW STREET • NEW YORK 2, N.Y. • Phone CANal 6-1680

**Nationally
advertised**
for KWICKY-ER sales
and profits . . .



Kwicky's pivot base

A pivot rubber base grips the aluminum juicer to the table and makes sure it rotates and juices with no effort at all. Does not mar or scratch table.

- Gets all the juice—no bitter peel oil
- Has no clogged holes to free
- Races through fruit juicing — 3 quick strokes usually get all the juice

**Nationally
Advertised**

In Better Homes & Gardens
American Home and Sunset Magazines

QUAM NICHOLS COMPANY
33rd Place and Cottage Grove, Chicago 16, Ill.

Priced to sell . . . \$1.00

Digitized by Google

HARDWARE AGI



"Modern Mode" Automatic
Waffle Iron, No. 1301



Automatic Toaster, No. 1107



"Modern Mode" Automatic
Twin Waffle Iron, No. 1351



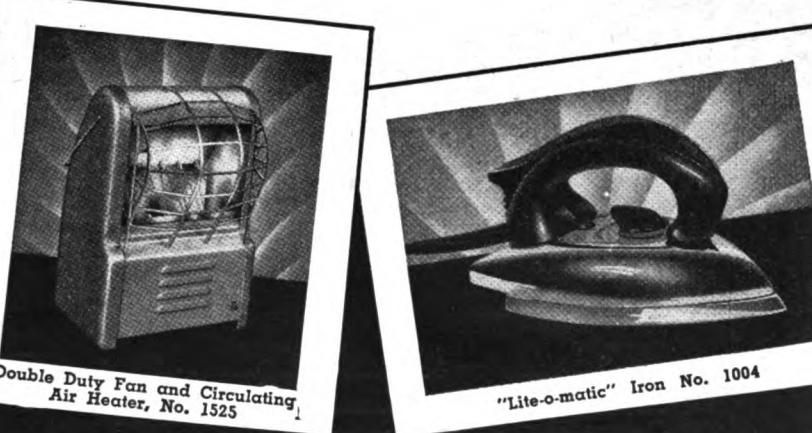
"Fold-away" Travel Iron, No. 1025



"Modern Mode" Stove, No. 1412



"Modern Mode" Automatic Sandwich
Toaster—Waffle Iron, No. 1208



Double Duty Fan and Circulating
Air Heater, No. 1525

SEE THEM AT

National Housewares Show, BOOTHES 1507-1509
International Amphitheatre—Chicago, January 15-22, 1948
DOMINION ELECTRIC CORPORATION
Mansfield, Ohio



Sandwich Toaster,
No. 1210



"Lite-o-matic" Iron No. 1004

DISTRIBUTED BY REPUTABLE JOBBERS ACROSS THE NATION

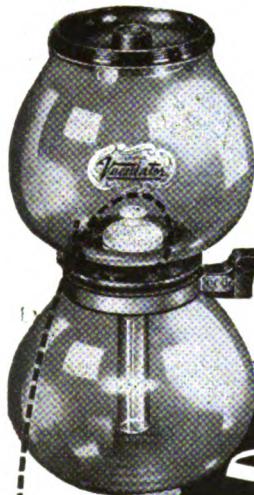
SEE VACULATOR AT THE
HOUSEWARES SHOW — SPACE 857

**Full Profits
for ALL
DEALERS**
Fair Traded
for Your Protection



—another reason why
Vaculator

SELLS and
SELLS and
SELLS!



REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
AS ADVERTISED IN THIS MAGAZINE

Vaculator
T.M. REG.
IS
10 WAYS BETTER!
—feature for feature, it offers
MORE FOR THE MONEY!



Exclusive!

AFC Spring—Action FILTER

Only Vaculator has the Automatic Flavor Control Clothless Filter, with Spring-Action, to insure positive safety and perfect coffee every time.

VACULATOR, CHICAGO 6, U. S. A.



**20,000,000
HOUSEWIVES**

**SAW THE GENERAL
IN NATIONAL ADVERTISING**

**Now General Breaks With a New And Exciting
Household Slicer At The Housewares Show!**

Make sure you visit the GENERAL exhibit at the Housewares Show—See and be one of the first to try the new really modern food slicer specially designed and priced for home kitchens! You'll soon be feeling the effects of GENERAL's hard-punching, fast selling ads in leading women's magazines reaching over 20,000,000 housewives all over the country! There will be plenty of sales and profits for you if you have the GENERAL Slicers in stock (both the record breaking \$12.95 model and its new parent machine) and be ready to point out and demonstrate its many new and unique sell-on-sight features.

Tests in stores all over the country prove that the GENERAL is one of the hottest household sellers in years, with a customer potential in every home, packed with sales appeal, and profitable for YOU. Now available to jobbers as well as retailers. For profit's sake—visit

**BOOTH #444
HOUSEWARES SHOW**

January 15th—24th, 1948—Chicago, Ill.



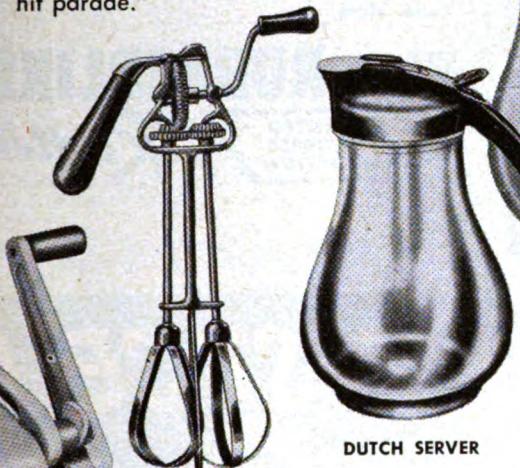
**GENERAL
SLICING MACHINE CO., INC.**
100 South 3rd Street • Brooklyn 11, N.Y.

MAKE A DATE IN '48

WITH KITCHEN COMPANIONS

BY NA-MAC

You can't afford to miss a date with the "Kitchen Companions" in 1948. With four new additions to this fast-growing line of smart housewares . . . with stores from coast to coast already finding "Kitchen Companion" promotions one of their most profitable steady-volume lines, the Na-Mac products are forging to the lead in the "housewares hit parade."

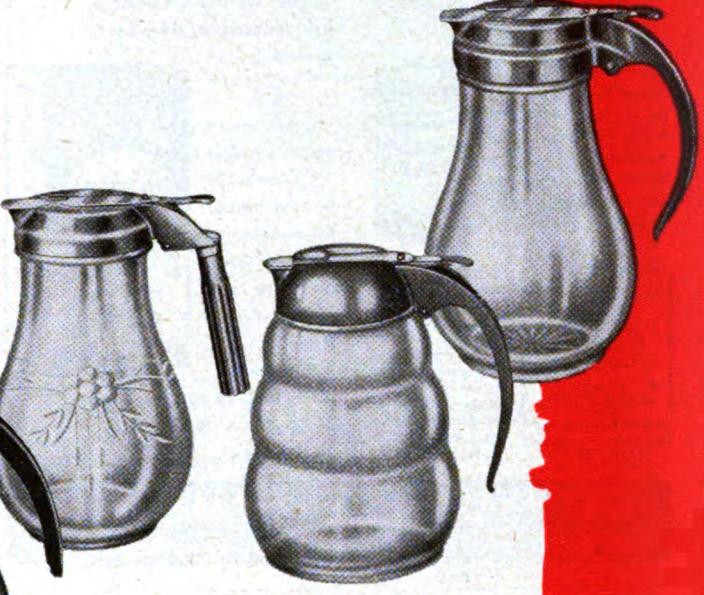


WORLBATER
TWO-SPEED MIXER

WORLCUTTER
CAN OPENER

TOP-O-STOVE
POTATO
BAKER

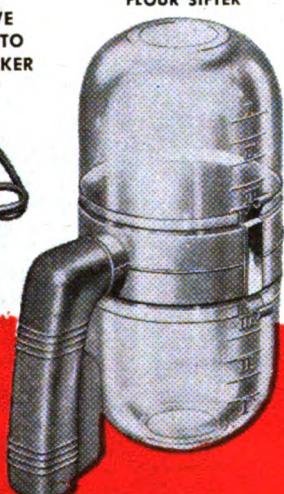
MULTI-SIFT
FLOUR SIFTER



DRIPCUT SERVERS

LEADING JOBBERS AND RETAILERS
THROUGHOUT THE COUNTRY FEATU-
RE NA-MAC PRODUCTS BECAUSE

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Consumers Crack Filler (wood putty) preferred by professionals and home craftsmen alike because its powder form stays ready to use—mixes with water—works so easily.



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Mix in Cold Water

ORDER FROM YOUR WHOLESALER.

CONSUMERS GLUE CO.
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* Hardware dealers can create new EXTRA PROFITS from ready and waiting home modernization jobs by owning and renting out this Lincoln Speed-O-Lite sander. People gladly pay up to \$6 per day in rentals alone. Besides you sell large amounts of supplies that are needed in any floor finishing or building modernization program.

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This famous rental sander has earned thousands upon thousands of dollars for hardware and paint dealers from coast to coast. The rental income that ranges up to \$6 per day is only a starter.

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Figures compiled by a number of your fellow dealers clearly indicate that you can ADD SALES of sandpaper, paints, varnishes, seal, tools, etc., averaging up to \$10 per day to each and every Lincoln Speed-O-Lite rental customer. We urge you—write today for full details about the Speed-O-Lite Sander Rental business. World's manufacturer of the most complete line of floor maintenance equipment.

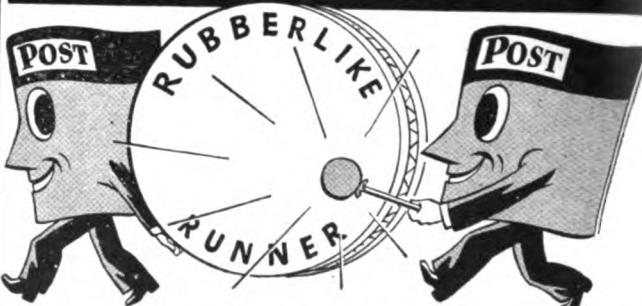


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YEAR 'ROUND ADVERTISING IN THE POST!

Bird's continuous Saturday Evening Post advertising is now reaching hundreds of your customers—pre-selling them on Rubberlike Runner. Cash in on the steady demand for this economical, long-lasting floor protection. In rolls 27" by 100' and 36" by 75'. Your distributor has free sales aids. For his name, write Bird & Son, inc., 24 East St., East Walpole, Mass.

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CONTROLS WATER SEEPAGE
IN POROUS MASONRY



- ✓ CINDER BLOCK WALLS
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REFUND OF MONEY
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THE 1 ALUMINUM PAINT
THAT DOES THE ENTIRE JOB

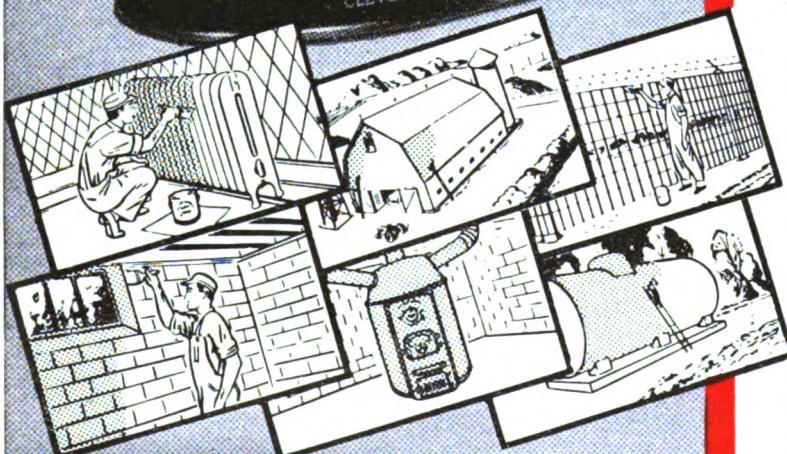
Your customers deserve the best —
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radiators . . . stoves and
furnaces . . . because It's
Guaranteed to withstand
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HARDWARE AGE

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"The Hardware Dealer's Magazine"

Established 1855, succeeding and embodying "Hardware" of New York, "Stoves and Hardware Reporter," St. Louis; "The Western Hardware Journal," Omaha; "Iron Age Hardware," New York City; "The Hardware Reporter," St. Louis; "Hardware Salesman," Chicago; "Hardware Dealers Magazine," New York, and "Good Hardware," New York.



Just Among Ourselves, by Charles J. Heale.....	37
A 75-Year-Old Firm Modernizes	40
Atmosphere's An Aid in Selling Winter Sports Equipment	43
Neatness and Service Bring Month-By-Month Increase ..	44
Salesmanship Sets Stage for Television Profits.....	46
Sells \$300 Worth for Each Inhabitant.....	48
Patterson's Accents Brings in Its Advertising.....	51
The Rifle Is America's Heritage, by John Carlyle.....	52
Outdoor Motif Attracts More Trade—More Dollars.....	55
The Ad-Viser, by Irving Settel.....	58
Powell's Puts a Capital "S" in Service.....	64
Better Packaging, Labeling and Simplified Pricing Needed, by R. H. Russell	70
The Dean's Page, by Saunders Norvell.....	74

Hardware Age Window Displays 78	News of the Trade.....	92
What's New	80	How's the Hardware Business? 104
Coming Conventions and Events.... 110		

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ADVERTISING INDEX—PAGES 120-121



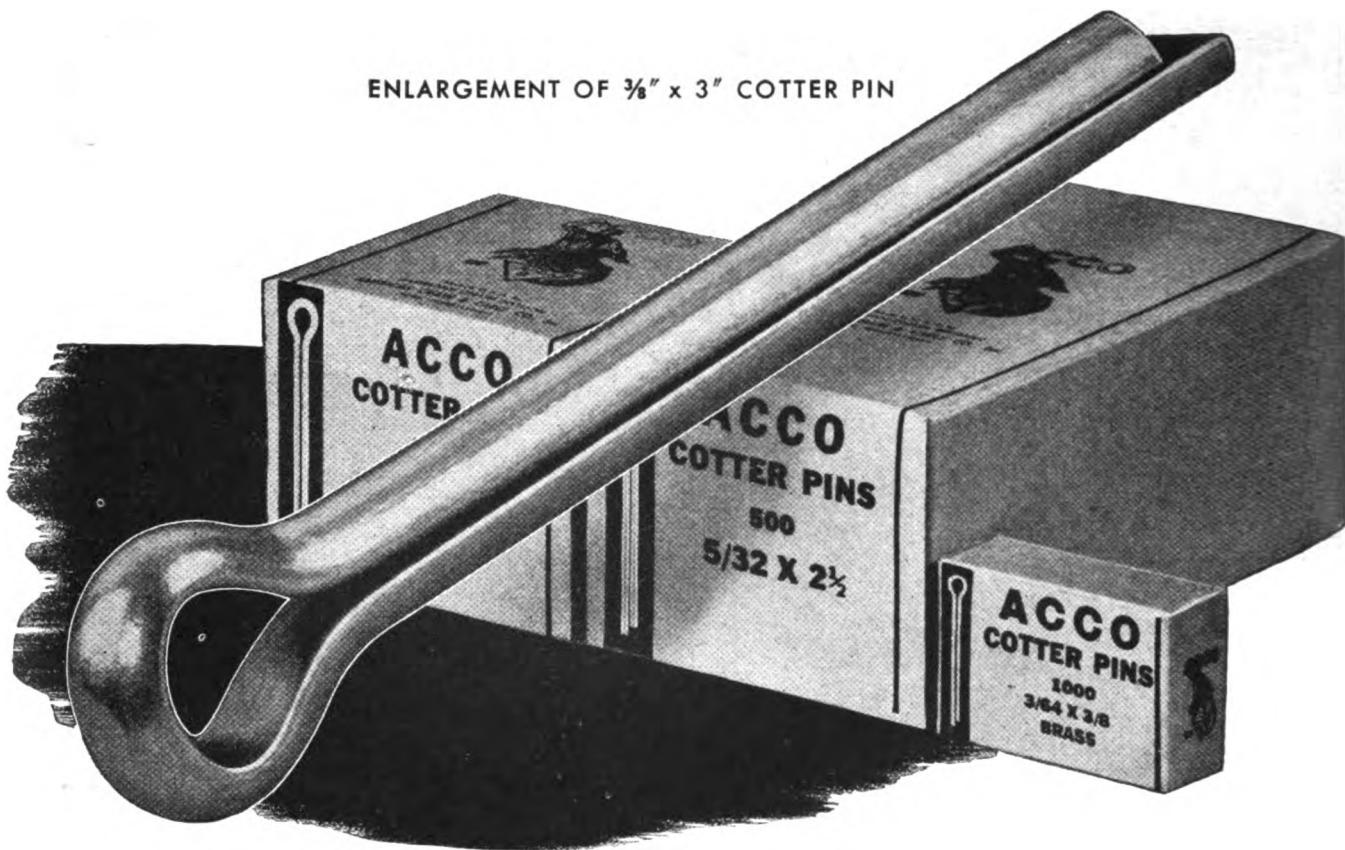
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SUBSCRIPTION PRICES: United States and its possessions \$1.00 per year.
Canada: \$3.00 per year. All other countries \$5.00 per year. Single copies
25 cents each.

ENLARGEMENT OF $\frac{3}{8}$ " x 3" COTTER PIN



ALL ACCO COTTER PINS ARE MADE TO AMERICAN CHAIN QUALITY STANDARDS

There's more to a cotter pin than simple dimensions. ACCO Cotter pins are precision-made from accurately drawn wire. They are easy to insert. They fit the hole size for which they are made. Prongs spread easily and hold tight. And they are packed in attractive, substantial boxes, clearly labeled.

YORK, PA.—American Chain makes two types of cotter pins in a full range of sizes. In addition to the ACCO (regular type, shown above) American offers the CAMPBELL HAMMERLOCK, which is designed so that it locks positively and permanently by simply striking the head with a hammer.

Look to American for the kind of quality your customers expect from you—whether it is cotter pins—electric or fire-welded chain—any type of weldless chain made of formed wire or stampings—chain fittings, attachments and assemblies—repair links—hooks.

Sell American—the complete chain line.

ACCO

York, Pa., Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.



In Business for Your Safety

AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE

Informal Editorial Comments

JUST AMONG OURSELVES

By Charles J. Heale

Happy New Year!

The outlook for 1948 is encouraging for those who render good service and watch their costs and their competition—scarce merchandise should become less scarce and inventories should become better balanced. But don't expect drastic price declines—if any—for most basic hardware stores' lines. Barring now unpredictable international upset of major proportions and/or now unforeseen, and definitely not indicated, widespread upheaval of our own national economy the year 1948 should be both happy and prosperous.

HERE we are, starting another New Year.

The year 1947, now over and behind us, certainly provided everything expected, predicted and desired from a business standpoint—although it is disappointing when we consider the continued international bickering. For most hardware men the 1947 volume was tremendous and greater than 1946. Dollar-wise profits were good although percentage-wise they were not quite as exciting due

to increased cost of merchandise and increased costs of operations. Even so, 1947 was a good year and the Christmas holiday gift business, for those who really went after it, established some new records.

The 1948 outlook seems to us most encouraging for those producers and distributors of hardware and allied merchandise who render the service they are capable of rendering to their respective customers. When we meet on these

pages, a year hence, those who have rendered good service and who have watched their costs and their competition should be as happy in facing the then New Year 1949 as they must be at the close of 1947 as they face 1948.

All during the past year, many scarce items continued scarce and inventories, generally, were not well balanced. Percentage-wise, they showed a banner sales volume but profit ratio, etc., did not run uniformly good throughout the



year, although in the final wind-up it was a good year.

It is fair to assume that many scarce lines of basic hardware store merchandise will become less scarce during 1948. It does not seem logical that all scarcities can disappear during the next 12 months but many will, and that should enable both wholesalers and retailers to develop better balanced inventories in 1948.

However, as wholesale hardware and retail distributors develop better balanced stocks and acquire more of the merchandise that has been so very scarce, so will all of their competitors which means that 1948 competition for the consumers' dollars should be increasingly keen as the year develops.

We do not expect drastic price declines for most of the basic merchandise that is sold through hardware channels. We do not believe that current labor, materials, taxes and other operating costs will permit any important widespread reductions in hardware store lines. Here and there, keen competition, or possible abundance of supply, may bring about some price competition on certain items but we still feel that 1948 will be basically a solid business year for the hardware industry and trade.

Obviously, the present widespread international unrest and bad feeling could catapult us into another world war during 1948 as tension has been running very high all through 1947. We do not expect this to happen—but it could happen. If it does the entire economic picture could drastically change and we would probably face an even more severe war economy than during the recently terminated World War II.

Barring such an unhappy international upset, there is no justification for facing a domestic, wide-

spread economic upheaval in 1948. That could come, of course, as we had it before but, at the moment, our production needs in almost everything are sufficient to make such a development both unlikely and unnecessary.

If we were to run into another siege of strikes and threatened strikes in basic industries or to face a series of bitter "show down" test cases on the constitutionality of the Taft-Hartley Law, the slow down of production, if not a complete cessation of production, could bring troubles and distort and disrupt what should be a good business year. At the moment, this seems rather unlikely and, while the controversy involved is just as bitter as ever, it would seem that we are developing some orderly process for settling management-labor disputes. We hope so.

Apropos, of the possible upset of our own domestic economy, it seems highly appropriate, at this point, to quote from this same editorial page a few paragraphs published exactly a year ago, January 2, 1947. These paragraphs follow:

"So, if American workers want to work and will work and will produce and will not practice 'featherbedding' they will provide both the needed merchandise and the buying power to purchase that merchandise. If they stick at it long enough the supply will catch up with the demand and the prices they pay will be more consistent with their ability to pay.

"If, however, they stop working and hold out for unreasonable and uneconomic wages they will slow down production and force buying prices higher—and our entire nation will suffer.

"Going from a full-time war economy to a full-time (or al-

most that) peace-time economy requires drastic adjustments and probably more sacrifice (admittedly of a non-glamorous and less attractive nature) than does the shift in the other direction. Yet it is more vital because it deals with and governs our 'long pull' philosophy of making a living and of having reasonably prosperous times on a continuing basis, plus the opportunity of laying aside a bit for less prosperous times.

* * *

"As a nation we either pursue these fundamental courses of full production, full employment, full buying power, full distribution and full consumption or we gravitate toward totally un-American political and economic philosophies. Specifically, we slide (and I mean slide) either into socialism or communism and kick completely out of the nearest window our long cherished, strictly American and efficient, incentive system often called the American System of Free Enterprise.

* * *

"It seems to me that this is our choice and that it is of great importance to every American hardware man whether he be a retailer, wholesaler or manufacturer—the head or even the most humble employee of any of these factors in our business."

* * *

It is our personal belief that great progress has been made in curing some of these threatened ills, and we look forward to 1948 hopefully and optimistically somewhat assured that progress has been made and that more progress will be made in the New Year.

To all hardware men and their folks, from all the HARDWARE AGE folks, goes the wish that 1948 will be both a Happy and Prosperous Year with Good Health.

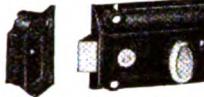
HAPPY NEW YEAR!

ILCO NIGHT LATCHES

More protection for customers
MORE PROFITS FOR YOU

No. 201

For top security. Cast iron case, solid brass bolt and pin-tumbler cylinder. Double compression-springs. Only night latch specified by U. S. Government. Also 0201B solid bronze throughout. Can be master-keyed.



No. 210B

Popular price for quick selling. 2½" backset. Modern streamlined cast iron case. In Gold Bronze or Black Wrinkle finish with disc tumbler cylinder. Also 210Y with pin tumbler cylinder.



No. 218

Bigest seller. For all ordinary applications. Cast iron case, standard backset, die-cast pin tumbler cylinder. Also 218C in Gold Bronze Wrinkle finish.



No. 219C

Cast iron case, Gold Bronze Wrinkle finish. Solid brass pin-tumbler cylinder can be master-keyed. Also 219 in Black Wrinkle finish.



No. 241

Cast iron case has attached tubular cylinder for installations on doors up to 1½" thick. Short backset for narrow stiles. Modern, streamlined case. Also 241B in Gold Bronze Wrinkle finish.



No. 255

Modern, husky cast iron case with Black Wrinkle finish. Standard backset, solid brass pin-tumbler cylinder. Also 256 with die-cast cylinder.



ILCO

Security
HARDWARE

INDEPENDENT LOCK COMPANY • FITCHBURG, MASSACHUSETTS

Hector and the Frightened Spinster

By Harry the Hardwareman



Introducing our young hero who finally gets the lowdown on Night Latches

MY new clerk, Hector, walks over to where old Miss Peabody is standing, shaking in her button shoes. I bend my ear to get an idea of how Hector's handling customers.

"I need a night latch," says Miss Peabody.

"What kind?" asks Hector. I shudder.
"Why," says Miss P. "What kind do you have?"

"We have all kinds," says Hector.

Well, Miss Peabody didn't buy a night latch. So later on I lead Hector over to where I stock my ILCO Night Latches. "Now, these," I say, "are night latches."

"I know," replies Hector brightly.

"And," I continue, "even though we carry the complete ILCO line, you don't want to ask a customer what kind he wants."

"I don't?" Hector asks.

"No. First thing you should ask is where he plans to use it. Then you can decide what to show."

"How do I decide that?"

"Very easy." I line up a 218, a 201, and a 210B on the counter. "Here are three ILCO Night Latches, all dependable. But they have differences. The 201 is the best money can buy. It has solid brass bolt and cylinder. It's built to take lots of punishment. Where would a lock like that be used?"

Hector's eyes light up. "Oboy! That's just what I need for my workshop. My kid brother . . ."

"Yes. You'd want it for any important door. Maybe Miss Peabody wanted one to keep burglars out of her bedroom. The 201 would have suited her fine. Now, how about this 210B?"

Hector looks at the 210B real careful, and I brace myself for his answer. But he fools me. "That's for doors with narrow stiles," he says professor-like. "It has a shorter backset." I don't know where he's found out about narrow stiles, but I don't dare ask him.

The 218 is last. "This," I say, "is the biggest seller in the ILCO line. The 219 is just like it but has that new ILCO cylinder, machined from solid brass stock. And the 241 has an attached tubular cylinder so it'll fit very thin doors."



Old Miss Peabody was shaking in her button shoes

Hector hangs on every word, so I decide to add a few finishing touches. "After your customer is pinned down to a choice between two or three night latches, you clinch the sale by getting him to tell you which one he prefers. And finally you ask if he has cylinder lock protection all around his house."

"Why?" Hector wants to know.

"That gives you an opening to suggest he buy a couple more night latches for other entrance doors."

"I see," Hector says.

I tell him to repeat everything I've told him, and remind him again about finding out first thing where the customer wants to use a night latch. "Don't ever forget to ask, Hector," I warn him.

Hector nods and moves off to wait on Mr. Tellworthy who's just come in. I bend my ear to listen. Hector says, very politely, "Good afternoon, sir. What can I do for you?"

"I want to see a lawnmower," says Mr. Tellworthy.

"Fine," replies Hector. He pulls himself up to his full five feet, and puffs out his chest. "Where," he says in a voice I can't miss, "do you plan to use it?"

That Hector! Sometimes I wonder!

This is Hector's first mis-adventure in Harry's Hardware Store. Watch for his next, in which he finds a new use for padlocks.

BRANCHES IN ALL PRINCIPAL CITIES

JANUARY 1, 1948

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"Old window", showing old-time hardware sold by the founder of the firm, was contrasted with a "new window" given over to a display of 1947 items.

A 75-Year-Old Firm

Herringshaw & Co. opened its new store last November and devoted one of its windows to lines which were in vogue when the firm began in 1875—the other showed 1947 lines

PROUD of the days of 1875 when it carried sturdy lines, then a part of every hardware store's stock, Herringshaw & Co., 2169 Noble Rd., Cleveland, Ohio, showed some of these old articles to excellent advantage on Nov. 22, 1947, when it celebrated the enlarging and remodeling program of its 72-year-old business. One of its two display windows was devoted to up-to-the-minute merchandise, the other to old time hard-

ware sold by G. H. Herringshaw, grandfather of the present owners, Gilbert W. and Waldo W., back in 1875.

The Old and the New

In this way, customers who came to the celebration on the first day of the opening of the greatly enlarged and brightly lighted modern store, could compare the old with the new. The window marked 1875, the year when the Civil War

infantryman began business miles away from the present location, displayed old time hardware. This included such rare items as hand-made hammers, hand-made screw clamps, wrought square nails, saws, burners, faucets, door knobs, and other items that have seen better days.

The window marked 1947 was another story. Here, of course, shone the new electric roaster, the pressure cooker, the radio, and the electric iron, as well as other



There's plenty of room in the remodeled store now for the open display of merchandise, as this illustration of one sidewall proves beyond doubt.

Modernizes and Capitalizes on Its History

marvels of the present day era.

Inside the store nearly everything, the lighting—slim line ceiling lighting, that floods the place with a white, bright light—and fixtures are modern. Fixtures were supplied by W. C. Heller & Co., Montpelier, Ohio.

According to Waldo W. Herringshaw, who is president of this third-generation business, 2500 sq. ft. of space was built on to the old store. It took three years to make plans for this addition, and the

actual construction work took a half a year. The present floor space is of 5000 sq. ft. The new fixtures cost \$5,000.

Better Display Facilities

"But," Mr. Herringshaw says, "it was worth it. It gives us a chance to display all our merchandise to much better advantage. Put up like this, it's half sold. We were terribly cramped in the old space, and could have done much

more business if we could have displayed our merchandise like this.

The truth of what Mr. Herringshaw said is only too evident. Everything in the white-painted store was in order. There were easily accessible racks for all up-to-date tools. There were well arranged tables displaying housewares, electric table appliances, and other items found in modern hardware stores. There were racks of brooms, brushes, mops,



A small wall space was dedicated to the old days. Waldo W. Herringshaw, president-treasurer and grandson of the founder, is holding a 100-year-old marriage license, an important family document. Other items include pictures of the other stores, their owners and old store records.

and every kind of cleaning utensil in this line.

The Store's "Heritage"

But the old was not forgotten either. A part of one sidewall was devoted to a display of the "heritage" of the store. Here were pictures of the old stores, the first one Grandfather Herringshaw opened at 703 Woodland Ave., now given over to a wholesale produce business. It showed the high-wheeled delivery wagon in front of it. Besides these pictures, there were others of G. H. Herringshaw and Charles N. Herringshaw, a 100-year-old marriage license, letters from the Civil War front, and a number of store records of considerable age.

One of these records shows that the late John D. Rockefeller, Sr., was one of the store's best customers. Although Mr. Rockefeller didn't go to the store personally, he was a friend of the Herringshaws.

Moved Three Times

The Herringshaw establishment has been moved three times. In 1903, Charles N. Herringshaw

bought stock to equip a new store on Euclid Ave., many miles from the Woodland Ave. location. Along came a fire and wiped out the stock. He managed to rebuild the

first store, but, in 1908, he moved to the Euclid Ave. address. The move to the present location took place in 1939.

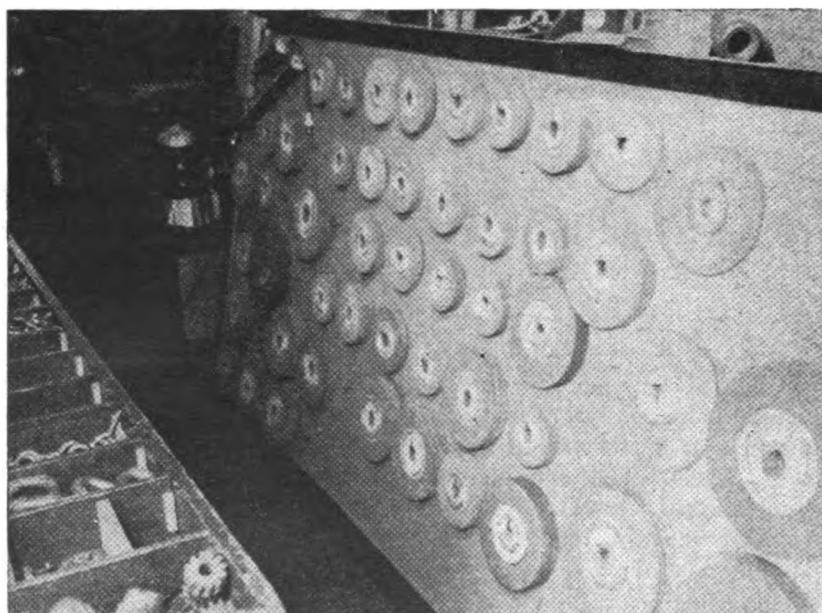
The Present Operators

Two other brothers, Lowell G. and Charles H., were also associated with their father in the business at one time. Charles H. died in 1931 and Lowell G. left the firm in 1932. The present operators, Gilbert W. and Waldo W., took over in 1934. Waldo is president-treasurer and Gilbert is vice-president and secretary.

The Fourth Generation

Fourth generation represented by the two young sons of Waldo, Paul and Bruce, who also showed considerable interest in the "hardware business," on the gala day, when flowers and gifts were distributed to women and men customers, and balloons to youngsters. With its fusing of the old with the new, the firm has emphasized the fact that the retail hardware trade has both stability and longevity.

Grinding Wheel Display Catches the Eye



A display of grinding wheels, mounted on a board 5 ft. high and 10 ft. long at the rear of the store, helps the Alan R. Dean Hardware, St. Johns, Mich., show these items to excellent advantage. The display board, showing a wide variety of sizes, is not too crowded and yet more than 50 different wheels are shown and spaced on the board in such a manner as to make an exceedingly attractive presentation to prospective customers.

Atmosphere's an Aid in Selling Winter Sports Equipment

Nunn Hardware also finds that winter scene helps pave the way for warm weather sales



Even in warm weather this skiing scene enhances the sports section.

EVEN in the heat of summer the attractive ski trail picture, shown above, is an effective sales aid for Nunn Hardware in East Tawas, Mich., a town of about 1600. Skiing is one of the most popular winter sports in that area, reports Wallace D. Nunn, owner of the store, who says that even in the summer months tourists stop to admire this painting and to question the store staff about skiing.

The ski fan who sees this picture is immediately interested and the thought of that sport puts him in the mood for buying ski equipment and warm winter toggs, for the season is a long one in that part of northern Michigan. Tying in with that need, Nunn's has a prominent and well-stocked dis-

play of coats, mackinaws, and other clothing well up front.

That this display does its job is evidenced in the fact that the store often sells as much as \$100 worth

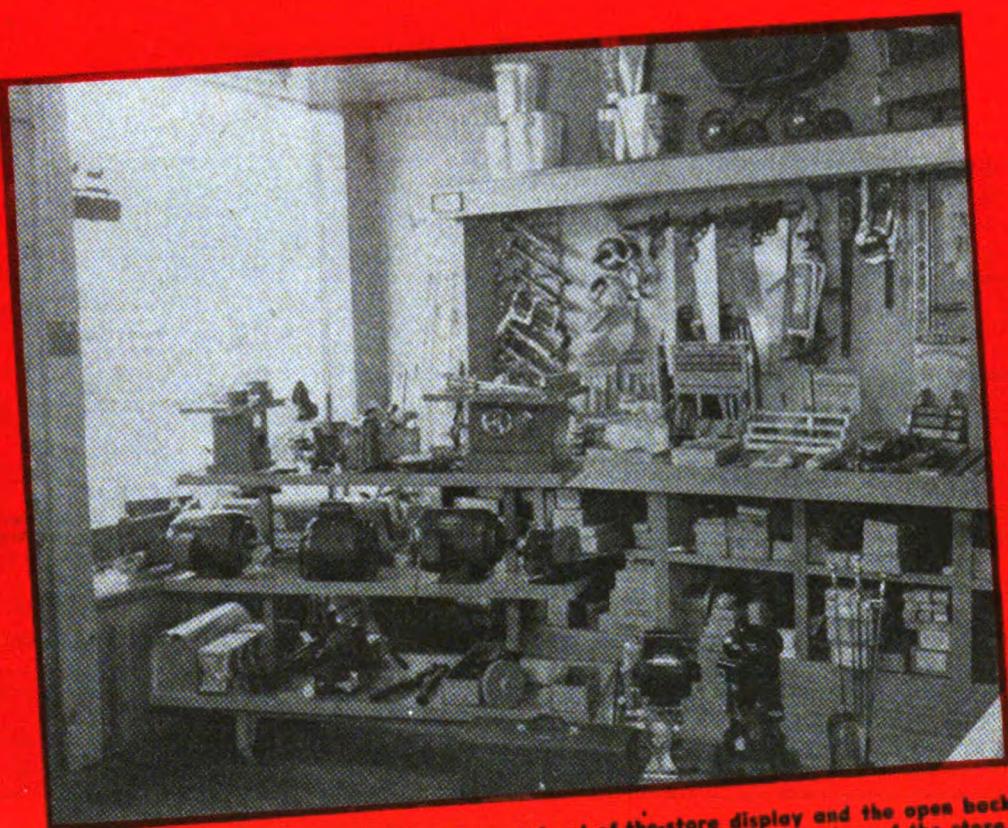
of clothing to a single person at a time. Customers avail themselves of this display to feel the texture of coats, and to try them on while

(Continued on page 50)



Cold weather clothing gets an up front spot near the paint section. At the left is seen a boat which is featured even during the winter.

Neatness and Service Bring



Hand and power tools get front-of-the-store display and the open back ledge-type window gives passers-by an uninterrupted view of the store.

CARL W. PETERSON, a former jeweler, who purchased a hardware business at Gaylord, Mich.—population, 3,000—is finding that the same business principles which brought success in the jewelry field are winning additional profits for him in the hardware trade.

These principles are:

Principles That Pay

1. A clean, orderly, well-stocked store.
2. Willingness to serve customers.
3. Ability to sell.

Mr. Peterson entered the hardware business about a year and a

half ago under very favorable circumstances. The former owner who had built a new store, with a 22 by 110 ft. display area, the year before wanted to take advantage of another business opportunity and so Mr. Peterson purchased the new store and stock.

Literally, Mr. Peterson had to start from scratch. But he set to work with a will, gradually building the stock to include most items people asked for. The books show that the business has registered an increase in volume each month since Mr. Peterson took over, and it is still growing.

Being a former jeweler, Mr. Peterson was accustomed to a neat store and has profited from such an arrangement. His new hard-

ware store is extremely well cared for, with merchandise in place and plainly marked. Customers like to come into the store, browse about, inspect merchandise and ask questions.

Done in Knotty Pine

The store has a modern masonry and glass front, with two wide display windows and a wide center door. The interior of the store is done in knotty pine, in keeping with the predominant outdoor life lived by most people in that area of northern Michigan, where the annual volume of tourist and sportsmen's business runs into high totals.

"We are trying to take care of

Month-by-Month Increase

Carl W. Peterson, a former jeweler, has found that it has paid to apply his former merchandising methods to the management of a hardware store

the needs of townsfolks, farmers and tourists, as well as sportsmen," states Mr. Peterson. "In this way, we are getting sizable volume almost every month of the year, and we expect to build our business further."

Step-Up Displays

The center display tables, with cross aisles, are the show places of the store, with merchandise neatly and effectively shown in step-up arrangements which are equipped with glass shelves. Table and boudoir lamps are placed on each center table, which gives a pleasing uniformity to the central area. It also helps to boost the sale of lamps. Women who see these displays from the street, says Mr. Peterson, are able to tell from the lamps that it is a store which carries merchandise which appeals to them. It is an advertising feature which pays very well.

Sidewall areas are neat, clean and well stocked, which encourages women to browse and inspect the merchandise. Two wide aisles, one along each wall, draw traffic all along the store length, without congestion.

New Toy Section

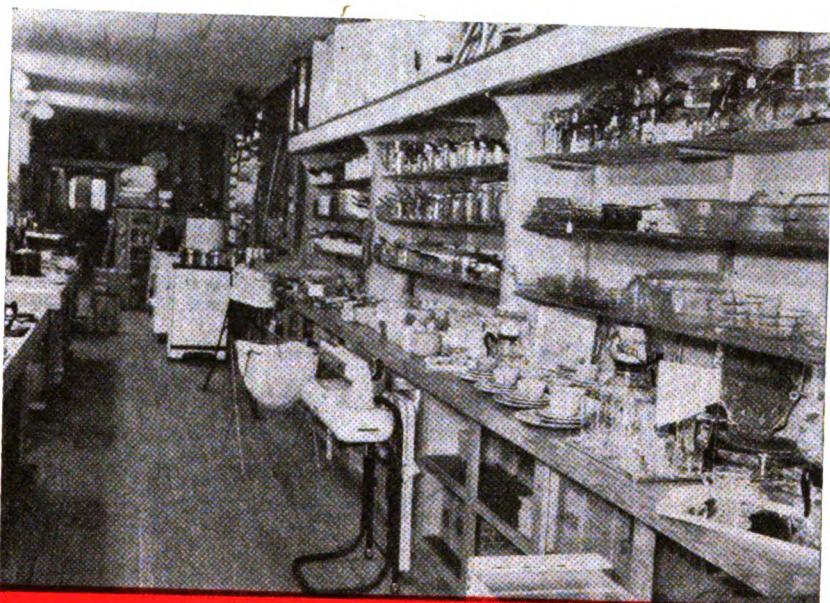
During the past year, Mr. Peterson established a toy section on his upper floor. Access to this department is afforded by a wide, easily-ascended stairway at the rear. A large sign on the first floor calls the attention of customers to the toy department.

"This is a good spot for a toy department," says Mr. Peterson, "for it pulls a great deal of traffic the entire length of the store. In that way, the toy customers and prospects are exposed to considerable merchandise which they often stop to inspect and buy."

Mr. Peterson and his staff know

their merchandise and they have the ability to sell. Customer needs are studied and every effort is

made to assure satisfaction through proper explanation of the merchandise sold.

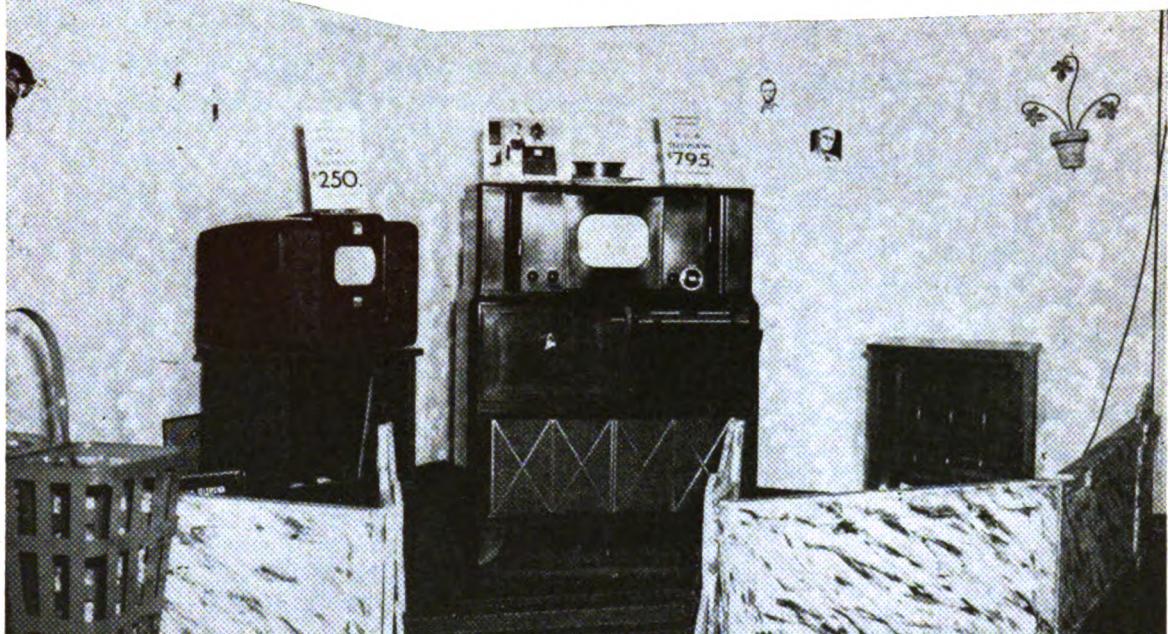


A wide aisle gives the feminine customers plenty of room in which to examine the gifts and utility lines featured along the sidewall.



Narrow but neat is the story here. Kitchen units well up front provide space for a variety of kitchens and table appliances.

Here is the "stage" for the television "theater"—a compact display in one corner of the store. The fence is low enough to permit free, easy vision yet high enough to prevent children from doing damage.



Salesmanship Sets Stage for Television Profits



Coast Hardware features television shows at its store. Tie-in advertising, two well known lines and time payment plan helped sell more than 240 sets in less than 14 months

TELEVISION sets pay off well for Coast Hardware in Long Branch, N. J., because the store has actively merchandised the line ever since entering that field about 14 months ago. Long serving a community of about 18,000 people, Coast Hardware operates a store modern in layout, appearance and methods. As of the early part of December, 1947, more than 241 television sets had been sold, delivered and installed, most of them at \$375 and many of them at much higher figures. Real showmanship in the store and in its advertising methods has helped in Coast's merchandising record.

The Opening Wedge

The opening wedge in the firm's continued television sales campaign was the sale of sets to taverns in the store's trading area—back in October, 1946. Other taverns and restaurants have been

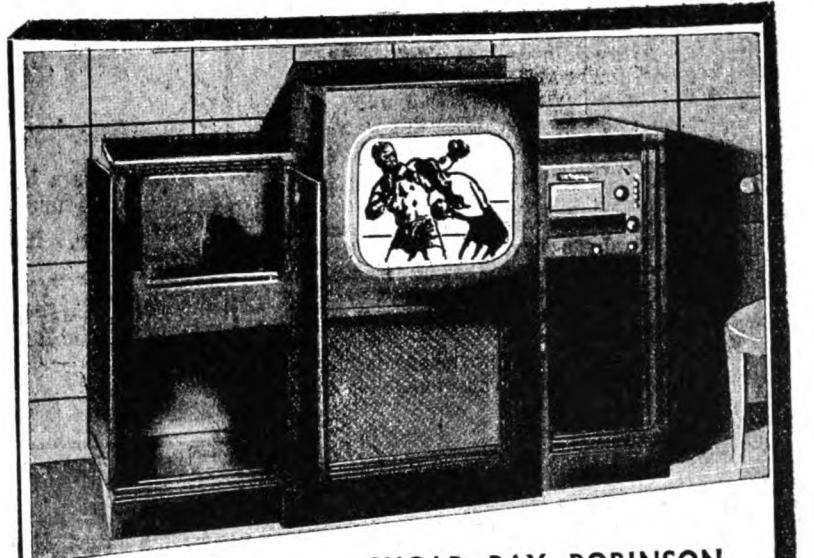
sold television receivers since that time. Coast Hardware then carried the idea a step further by using tie-in advertising, calling attention to installations at various taverns in the section. Ads which call attention to specific major sports events—prize fights, baseball and football games are used from time to time. These ads, like the sample shown on this page, also invite groups, organizations or individuals desiring private showings to contact the store whenever the occasion may arise.

"Show Night"

Each Friday evening Coast goes in for some real showmanship in its own store, for that night is "Show Night," which attracts from 50 to 75 guests. These shows have been responsible for fully half of the television sets Coast has sold to date. The television "theater" is set up toward the rear of the store, displays being moved for the performance, the audience sitting in folding chairs purchased specially for the weekly "theater." Actually, the television display is of compact size, that corner of the store being used for demonstrations at all times. Fancy wallpaper on the rear wall and on a false wall make this section noticeable from quite a distance. A low fence in a mottled finish with gates, separates the display from the regular aisles of the store. Two television sets are shown here, ready for use, one at \$795, the other at \$250.

Two Lines Carried

Two different, nationally known lines of television receivers are offered at Coast Hardware, because of the different price levels and their national acceptance. One line is installed by the manufacturer, the other by the store's "electronics service manager" (a



SUGAR RAY ROBINSON
vs.
GEORGIE ABRAMS

SEE—

TONIGHT by TELEVISION

SEE IT AT YOUR FAVORITE TAVERN

This Notice is published by The Coast Hdwe. Co. in the interest of the tavern owners whose DUMONT TELESETS were supplied by us.

GROUPS - ORGANIZATIONS or INDIVIDUALS who wish a private showing call us for an appointment. Our DUMONT Television Studio is open every afternoon for major league base ball games and every FRIDAY Evening.

WE CARRY A COMPLETE LINE OF RADIO TUBES—
ALSO FREE TUBE TESTING SERVICE

Coast Hardware Co. Inc.

NEW JERSEY'S LARGEST *And Most Complete* HARDWARE STORE
585-9 BROADWAY - LONG BRANCH, N.J. • TELEPHONE: LONG BRANCH 6-0511

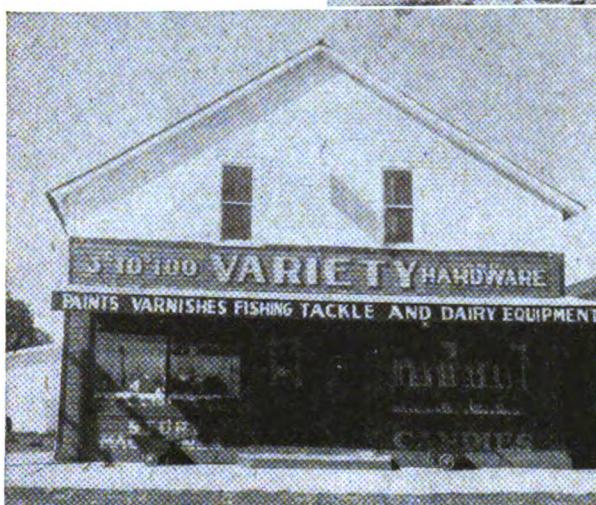
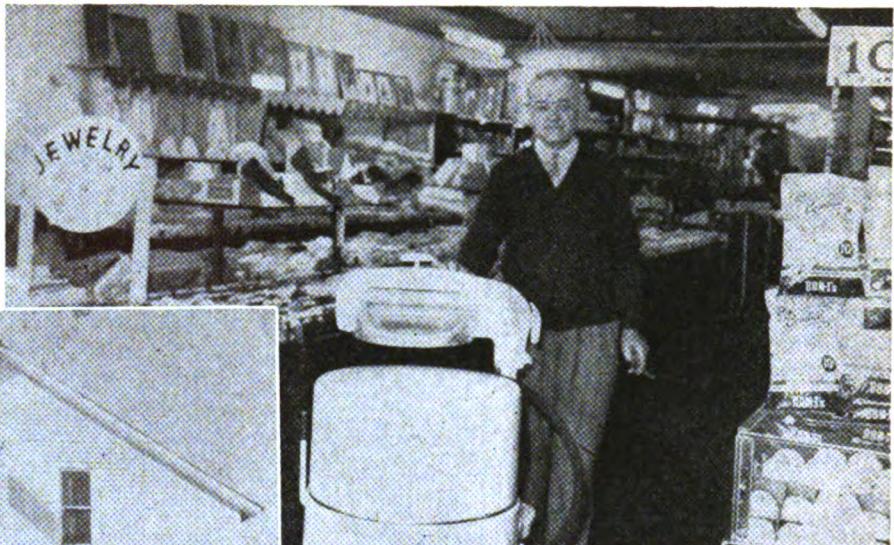
PLENTY FREE PARKING AT REAR OF STORE

One of Coast's tie-in ads which called attention to sets in local taverns and to a specific fight. It was three columns by 9 1/4 in.

former Signal Corps lieutenant-colonel) as the appliance, radio and television, installation and service man is known. His contacts with homeowners have resulted in many sales of television, radio sets and other types of appliances for the firm.

As for other large units of sale, the store offers television sets on a time payment basis, usual terms being 20 per cent down and up to 24 equal monthly payments on the balance. Time payment transactions are financed entirely through a local bank.

Joseph O. Collins with one of the spot displays—a washing machine—in the center of the variety department. Below is shown the front of his store.



Sells \$300

JOSEPH O. COLLINS, hardware dealer in the town of Whittemore, Mich., whose population is slightly over 300, is a man who remembers the late depression.

Along in 1935, with consumers' dollars much scarcer than 1948 automobiles, Mr. Collins found his store traffic shrinking. Along with that shrinkage came a smaller volume and consequently a reduced profit.

"This," Mr. Collins said determinedly, "cannot go on."

Variety Lines

Accordingly, he contacted several wholesale merchandise houses handling variety goods lines and, in due order, a special store investigator came to see him.

The investigator looked over Mr. Collins' books, made inquiries around town about him, and appraised the store from front to back. Then he said:

"Let's clear out a space in the center, right up front, and put in a hosiery counter."

"Hosiery!" echoed Mr. Collins. "In a hardware store."

"Certainly. You want traffic, don't you?"

Mr. Collins nodded.

"You wear hosiery, don't you? And your wife and children? And your uncle, friends and everyone in this town?"

To which Mr. Collins nodded agreement and in went the hosiery counter. Along with it, too, were installed lingerie, sundries, and other lines of goods, without reducing the hardware stock as such.

They Built Store Traffic

These new lines brought in more store traffic in the lean depression days. Together, the variety lines and hardware have progressed in the past 12 years to give Mr. Collins what is considered a healthy volume of business in so small a town. Annual volume of the variety and hardware

store—all under one roof—flirts with the \$90,000 mark, and Mr. Collins is mighty pleased with the entire arrangement. In fact, he says that if another recession comes, he is confident that his small-town store will survive very nicely.

In Position to Expand

And, he points out, he is in an excellent position to expand his hardware and variety business together, as conditions warrant.

Six employees handle the work in this unique establishment. Four are employed in the variety store section, while two, in addition to Mr. Collins, handle the hardware store sales and service.

In the variety store section, Mr. Collins stocks hosiery, lingerie, hosewares, candies, cookies, seasonal decorations, cosmetics, books and magazines.

Aisles are laid out so that traffic

can flow through to the hardware displays in the rear half of the store. However, Mr. Collins takes advantage of the heavy variety section women-traffic by carrying spot displays here and there of washing machines and other appliances and seasonal hardware items. Displays like this help to remind all traffic that a large variety of hardware and appliances is available at this store.

"We consider ourselves a full-fledged hardware organization which has added the variety lines as additional money-makers," declares Mr. Collins. "For example, we sell and service many types of

appliances. We also have a fine glassware and gift section, paints, varnishes, sporting goods, dairy equipment, farm hardware, tools, and steel goods."

Attracts Rural Trade

Mr. Collins points out that much of his trade is from surrounding farm territory. Farm women will come in to buy variety store items and then drift into the hardware department to inspect displays and often remain to buy articles there also. Frequently farm families come to the store together, with the man going into

the hardware section and the wife and children remaining up front in the variety department.

The building which houses the store is 25 ft. wide and 110 ft. long. It has wide aisles and considerable fluorescent lighting which helps in showing a wide variety of merchandise to store traffic.

"Our new lines have taught us many things in so far as the merchandising of hardware is concerned," says Mr. Collins. "In the first place, we know that plenty of light in a store helps to attract customers and encourages them to browse about and inspect

Worth of Merchandise For Each Inhabitant

Variety lines augment hardware business for Joseph O. Collins whose sales reach \$90,000 in a town of slightly more than 300 persons



Major lines are shown at the beginning of the hardware department while traditional hardware lines are featured across the aisle.



Bicycles attract attention in this section of the variety department. In the background may be seen the entrance to the hardware section.

merchandise for longer periods. Such a tendency naturally increases sales.

"We have also learned that cleanliness pays and that it appeals very much to women. One wouldn't get very far in the variety store business if he didn't keep a clean store. So—what holds good in pleasing women in the variety section also holds good in our hardware department. We keep both places as clean as we can, and we know that our sales benefit as a result."

The maximum of display demanded of variety store items in order to insure satisfactory sales volume has also been a lesson for the hardware department, says Mr. Collins. It taught him to bring out more hardware merchandise for effective display, in conformity with the variety section arrangement.

Mr. Collins also avails himself of service department facilities in his area. He has five floor sanders which are rented most of the time. These bring a fine additional revenue to the store and help to boost paint department sales as well.

The store also has a fumigating service which has many customers throughout the area. Mr. Collins and his son fumigate taverns,

restaurants and homes at a minimum charge of \$25.

If a building has many rooms, the charge is \$3 per room, but the

\$25 minimum charge still stands.

"We believe we are in a favorable position in this small community," says Mr. Collins, "because of our varied sales and service. Our business is growing each year and customers come to us from constantly greater distances."

Atmosphere's An Aid in Selling Winter Sports Equipment

(Continued from page 43)

waiting to be served for other needs.

Boats and motors get good attention in the store, even in the cold weather, as may be noted in the illustration on page 43 of part of the clothing display. During warmer weather several models are shown on a main floor aisle. Taking advantage of other sports interests, for example, the Nunn store played up bows and arrows last fall for deer hunting and conducted one of the largest hunts in local history in co-operation with other merchants.

Hardware Men's Hobbies

The man with the hoe is George L. Earle, and he should be adept in the use of almost any kind of garden tool or implement, for he, like his father before him, has been manufacturing and selling them practically all of his business life. Mr. Earle is president of the North Wayne Tool Co., Oakland, Me., which was started by his father, Horatio S. Earle, in 1835. Mr. Earle finds use for almost all of the "Little Giant" tools, such as scythes, grass hooks, bush hooks and swing clips, in maintaining the grounds around his residence on Snow Lake, Oakland, Me., where he spends his time between May and Labor Day each year. He finds recreation in working on the grounds and in the woods which surround his summer place, and when he gets tired he plays the banjo for relaxation.

Those who have attended trade conventions and gatherings of the Central States Hardware Club have enjoyed the tap dancing and banjo playing of Mr. Earle, who learned some of his dance steps from the immortal George M. Cohan. Another, and probably the favorite hobby of Mr. Earle, is figure skating. Until he recently fractured his ankle, Mr. Earle was a familiar figure in skating arenas in Detroit, where he spends his winters.

His son, George L. Earle, Jr., now manages the North Wayne Tool Co., and his other two sons, Horatio and John, are active in his Detroit company, the Earle Equipment Co., which sells and rents most of the machinery used in

maintaining Michigan roads. Mr. Earle's father earned the nickname of "Good Roads" Earle through his great interest in developing good roads, even before the advent of the automobile.



ELECTRIC HEDGE TRIMMER

\$34.50

Dependable — Powerful — Easy to Handle . . .

"WHO MADE IT?"

You have a right to ask this question

Would you buy a car if the maker was ashamed to put his name on it? The answer, if we know the American public, is NO!

Whether it is an automobile or a tool, you have the right to ask this question before buying: "WHO MADE IT?" Just as an artist, who has pictured his inspiration on canvas, is proud to put his name on his work, so too, do standard quality manufacturers, having pride in their products, always insist that their names are on their merchandise.

With the conviction that no institution can be more permanent than the kind of merchandise it sells, it has always been our policy to select our stocks from those makers whose principles are our principles. Thinking citizens in ever-increasing numbers are buying "WHO MADE IT?" When purchasing merchandise of any kind.

The ELECTRIMMER shown above is made by Skilaw famous throughout the world for its fine portable electric tools for industry.

The ELECTRIMMER weighs only 6 lbs., and operates from any light socket. Has powerful universal motor with die cast aluminum housing and handy thumb-operated toggle switch. Special alloy gears, cutter blade 12" long is made of finest crucible steel.

LAWN MOWERS BY LEADING MANUFACTURERS
IN STOCK AT P. B.

10" Great Americans	\$30.50 ea.
15" Pennsylvania Mowers	\$30.50 ea.
Made by Pennsylvania Lawn Mowers Division of The American Chain & Cable Co.	
16" Worcester Shears	\$29.95 ea.
Made by Worcester Lawn Mower Co. Division of Savage Arms Co.	

We take pride in being able to present THIS KIND of merchandise to OUR KIND of customer:
Mail and phone orders accepted. Free delivery within
50 miles of N. Y. C.—carry, no C.O.D.'s.

PATTERSON BROTHERS

Distributors of Leading Quality Lines
Barclay 7-8320
15 Park Row, N. Y.
Opposite the Woolworth Building Easy to reach by Ind, BMT & IRT subs

PATTERSON BROTHERS
15 PARK ROW, N. Y. C. 7
OPPOSITE WOOLWORTH BLDG.
TELEPHONE BARCLAY 7-8320

Easy to REACH

7" TILT ARBOR SAW
for Immediate Delivery

TILT/ARBOR CONSTRUCTION SKF SEALED BALL BEARINGS

For the first time in the low-price field there is a saw with tilt arbor construction, blade stays flat regardless of type of cut—the accepted design for greater accuracy, efficiency, and safety. Has ball bearings for smooth cutting and long service—12"x18" table with 5" of surface ahead of blade and 2½" depth of cut—tilt mechanism in a saw of this price. Mitre-gauge slots cut on both sides of blade, and blade tilts to 45°. The fence locks securely at both ends for right-angle cuts which may be lifted off instantly from any position. There are convenient controls for angle and depth of cut, with angle shown on graduated dial—mitre-gauge graduated 60° left and right—table edge graduated 1/16ths to show width of cut—combining to give you maximum accuracy and greater accuracy. What's more, the Power King comes ready to put right to work—mitre gauge, combination blade, guard, splitter fence, V-belt, motor pulley, and motor rail are furnished. This Power King is the outstanding value in the low-price field. No. 271—7-inch TILT/ARBOR SAW complete with motor rail, V-belt, miter pulley, 5" diameter bore, and combination blade, less motor. \$37.75
1/3 H.P. G. E. Motor available with purchase of saw. Saw blade \$19.95
No. DH-550, 560—5 1/2" Dado Heads \$8.75

TOOLS FOR SCHOOLS
TOOLS FOR INDUSTRY
TOOLS FOR CRAFTSMEN
HARDWARE & METALS

FACE SHELVES-CRAFTBOOKS-SAWS
V-BELTS-THERMOMETERS-ANVILS
CRAFT PATTERNES-WIRE CLOTH-THIMBLES
MUTS-CASTERS-BRUSHES-PAINTS
TOOL CHESTS-SAFETY CAN-SHIPS
TORCHES-SANDERS-WIRE-VISES
SCREWDRIVERS-SCREW EXTRACTORS
GRINDERS-CALIPERS-CHUCKS-WAX
TAPS & DIES-STEEL TAPES-LEVELS
NAIL PULLER-CHISELS-OIL STONES
POWER TOOLS-PAINT BRUSHES-GLUE
MITRE BOXES-LAWN MOWERS-LEAD
OPTICAL PLIERS-TACHOMETER-SEED
PINVISSES-BAND-SILVER SOLDER
DRILL ROD-FLASHLIGHTS-TOOL BITS
PERFORATED METAL-PLASTIC BOXES
BUFFING COMPOSITIONS-WRENCHES
BRACKETS-BRASS TUBE-AIR TOOLS
CONTAINERS-FLEXIBLE SHAPING
CULTIVATORS-GRAFITE-DOWELS
PAINT SPRAYERS-CUTLERY-DRILLS
TECHNICAL BOOKS-BASELINE-GAUGES
SHIM STOCK-LOCK SETS-PRUNING SAW
BAROMETERS-ELECTRICAL FITTINGS-DOOR CHIMES
COOLANT PUMPS-TOOL STEEL-HINGES
MICROMETERS-HAND TALLY-AWLS
ELECTRIC WIRE-MALLETS-OILERS
HATCHET BLAHS-SOLDERING IRONS
TOP WRENCHES-HATCHETS-PLANES
CATALIN ARBOR PRESSES-PUNCHES
ELECTRIC DRILLS-AUGERS-GOGGLES
ASH CANS-SCRIBERS-APPLIANCES
WIRE BRUSHES-GIMLET-BOLTONS
BELT SANDERS-COTTON WASTE-SHEARS
FILE-ENVELOPES-LATHES-BOLTS-PIPE
RACH-TAMS-SCREWS-SPRINGS-VALVES

These ads show how brands and lines are featured.

Patterson's Accents Brands In Its Advertising

FROM downtown New York City, Patterson Bros., of 15 Park Row, has told the story of its wares and services in unique advertising in the Sunday editions of metropolitan dailies. These ads are unusual in that they feature major units of sale in mail order catalog style, yet emphasize the quality angle. One recent ad fea-

New York City firm features major units of sale in mail order catalog style in Sunday metropolitan papers—and emphasizes quality

turing 6 in. lathes had for a border some of the well known brands of tools and hardware lines offered by the store, while another listed some of the wide variety of home and mill items regularly stocked by the

store, including precision tools and high units of sale. Both appeared in the garden sections of the newspapers.

The ad listing lines emphasized
(Continued on page 65)



Frank Parsons, Jr. N.R.A. director, and Col. Townsend Whelen, dean of American shooters examine a new rifle



The Rifle Is America's

In the fall of the year hundreds of thousands of men begin to show feelings. Their wives notice odors of gun oil and old clothes. They spend hours in the attic.

Reprinted with special permission from *Nation's Business*, Oct., 1947

They laugh over the telephone with old companions who had been theoretically eradicated by matrimony. They are getting ready to play their part in one of the greatest American industries.

To shoot at something with a rifle they will cheerfully undergo the most incredible toil. They will crawl into sleeping bags wearing

their pants and use their soggy boots as pillows. They will rise at ungodly hours and labor up peaks and over trails blocked by windfalls. They will eat sour-dough bread and like it.

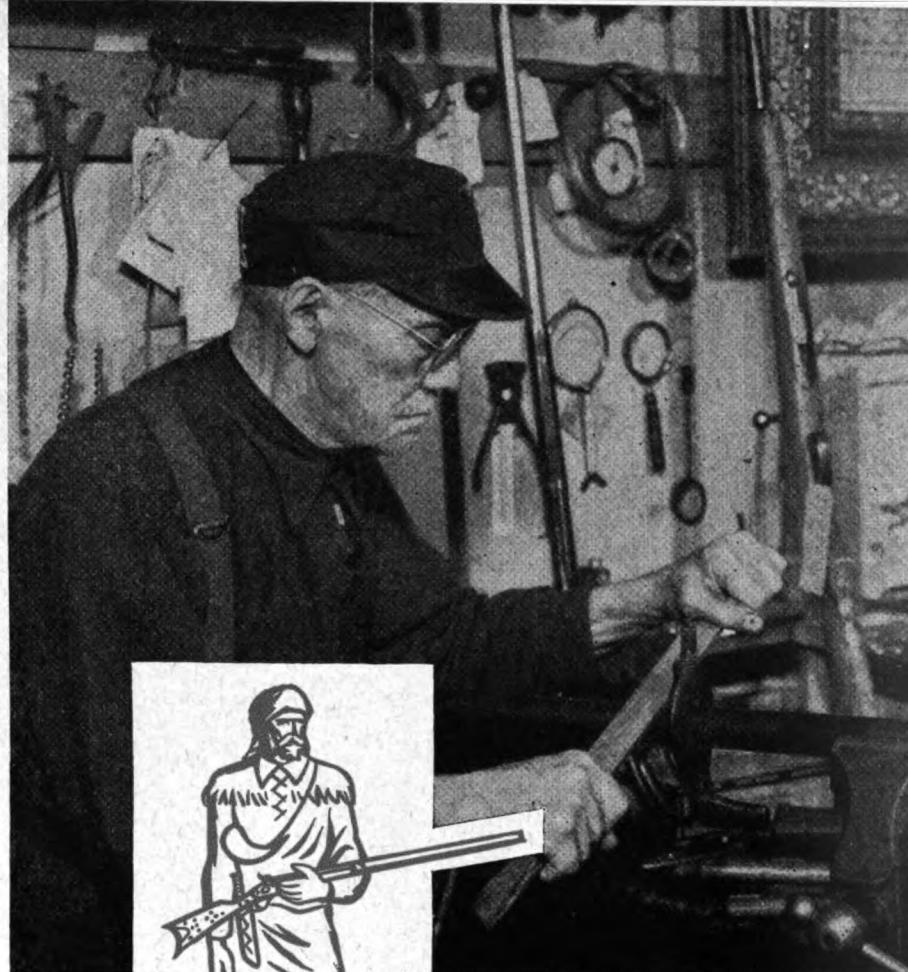
If they should kill the deer to which their expensive hunting licenses entitles them, the work of back-packing it in almost kills

them. They abstain from bath water. The weather is invariably either rainy or bitterly cold and they huddle under strips of canvas over smoky fires.

For these superb discomforts they pay hundreds of millions of dollars each year. They support one great industry and scores of affiliates. There are 7,000,000 of them. At least 7,000,000 shooting licenses were issued last year.

An undetermined share of the 7,000,000 was issued to the users of scatterguns. In return they were entitled to freeze their gizzards in duck blinds or to walk thousands of miles over western prairies looking for birds which had just gone visiting in the next county.

Whatever may have been the total number of licenses taken out by devotees of the true American arm — the rifle — they were certainly doubled or tripled by the number of riflemen who did not need licenses because they shot on their own land, or by others who regard licenses as a quaint modern idea which can be disregarded, and by still others who like to play games with wardens.



The late A. W. Peterson was so popular as a custom gunsmith that fans begged him not to retire.

18 30

MARKSMANSHIP is our tradition. Here in America hunting and shooting are established customs.

Heritage

By JOHN CARLYLE

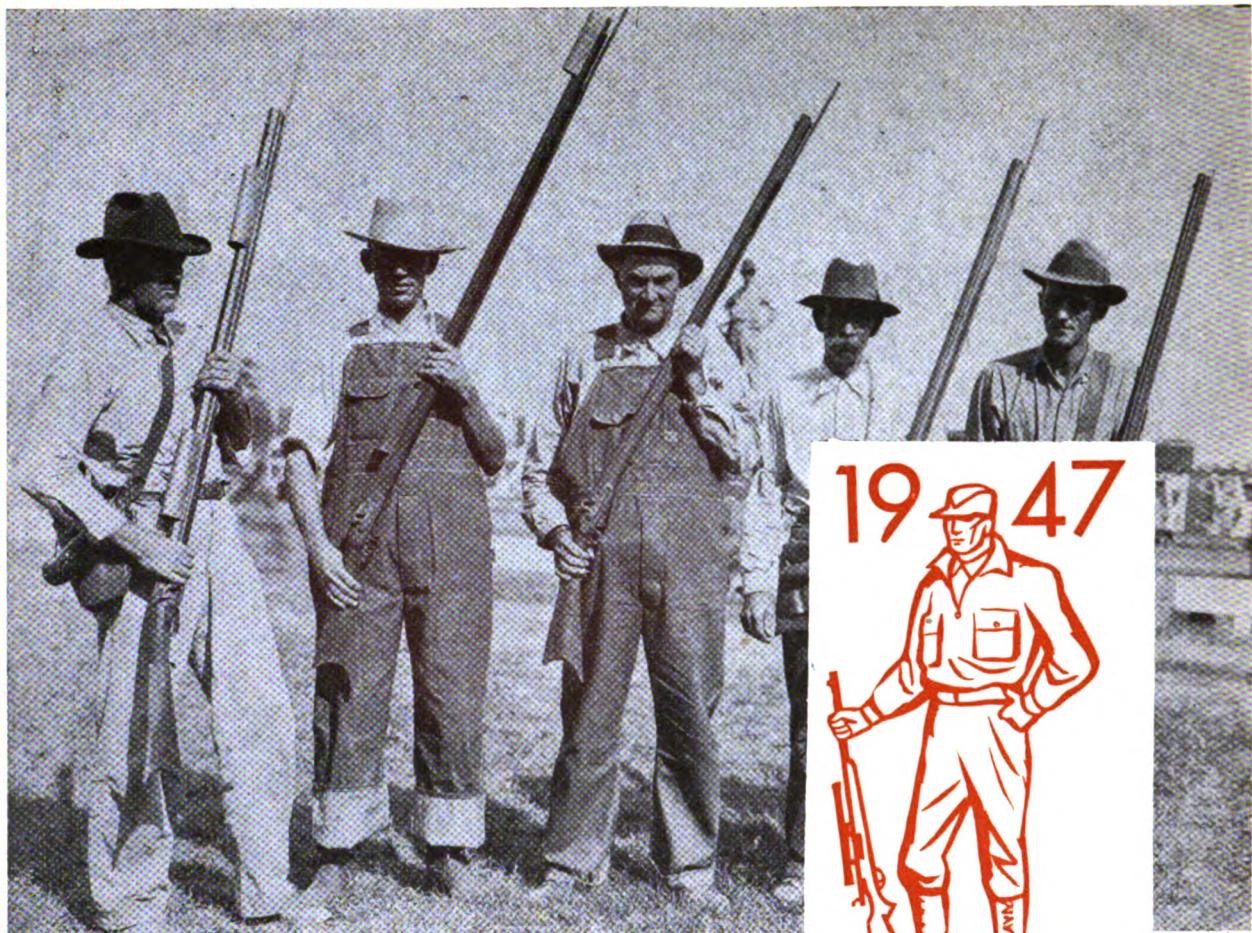
A fair estimate is that 5,000,000 Americans own rifles and use them when they can. The amount each spends each year averages more than his wife thinks he can afford.

Riflemen are the romantic figures of the shooting world. Shotgun enthusiasts are admirable citizens but only riflemen would

pay their own expenses at their annual gatherings. The scores made at Camp Perry, Ohio, are international news. Their weapons are as delicately made as watches and are beautiful as girls at a fountain.

The rifle enthusiasts bring fresh money to hundreds of little towns that are known only to the general

post office—and the tax collectors, of course. Thousands of guides, camp cooks and horse wranglers spread butter on their bread because riflemen hired them. Hundreds of firms offer clothing that will keep the fortunate possessor dry as a duck in a rainstorm. Riflemen who do not like to be shot at unless they can shoot back



Riflemen still turn out these old-fashioned muzzle-loaders.

buy red coats and red caps for forest wear.

Riflemen continue to go home on stretchers, however, because uninformed riflemen have shot holes through them. Their annual contribution to the transportation, copper and chemical industries runs into many millions of dollars. The number of stores that sell things to them has never been estimated. Some are in dollar-an-inch spots in large cities, others hidden away in tiny villages.

Riflemen have even reversed their amours. In scores of little villages in this country old-fashioned riflemen are busily making the same old-fashioned muzzle-loading rifles our great grandfathers used against Indians, Redcoats, Frenchmen and varmints. Some have barrels four feet long and carry a lead slug as thick as your thumb.

Men drive hundreds of miles to share in the annual shoot of

the Muzzle Loaders Association on an Indiana farm. Old powder-horns on which the original owner etched scenes and sentiments with the point of his hunting knife are collectors' items. The hobbyists pay as much in real value for their muzzle-loaders as Daniel Boone paid for his, and it is American tradition that Boone's rifles cost him \$125. A dollar was a dollar and more in those days.

Turkey Shoots Revived

The turkey shoot also is being revived. The bird is tethered in a hole so that his small head, illuminated by a malevolent red eye, appears as a target. He gets his fun out of dodging the bullets. In the southwest, where visibility is unlimited, men, their wives and kids, get up in the middle of the night and ride hours to shoots that are a combination of barbecue and competition.

There are many privately owned rifle collections worth thousands of dollars. A strictly modern development is the custom-building of rifles that depart in some slight particular from stock models. The stocks are carefully fitted to the owner in length and drop, right-or left-handed. The ammo is loaded by the riflemen and differs in form of shell casing, weight and shape of bullet, and variety and amount of powder.

A new idea in rifles, if accepted by the volatile fraternity, may cost almost as much as a new car and lead the fancy market until a newer idea is produced. But many of the finest shots continue to make top scores with stock models, produced after years of painful research by experts employed by riflemaking companies. The sights are not only adjusted to elevation but also to windage. An authority states that:

(Continued on page 66)

Outdoor Motif Attracts More Trade—More Dollars

Huron Hardware has finished its store, both exterior and interior, with pine and cedar and has found there's profit in atmosphere

WHEN J. E. Skimin, Oscoda, Mich., decided to remodel his store in 1946, he chose to use a jackpine, knotty pine and cedar finish throughout, from exterior front right through the store. • The effect gave the hardware store an outdoor, woodsy atmosphere which has not only attracted much more local business, but has landed an increasing proportion of the tourist and sportsmen's trade.

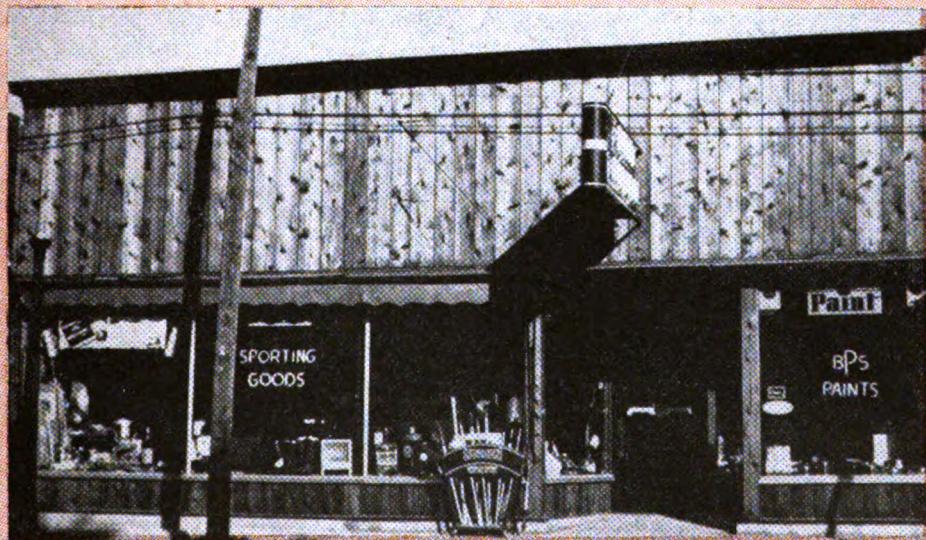
Business since the remodeling

has increased about 35 per cent reports Mr. Skimin, who is well pleased at the way customers keep coming in the front door. "We are in the heart of a fine tourist area where there is plenty of hunting and fishing," he says, "and so the outdoor atmosphere harmonizes very well with the locality."

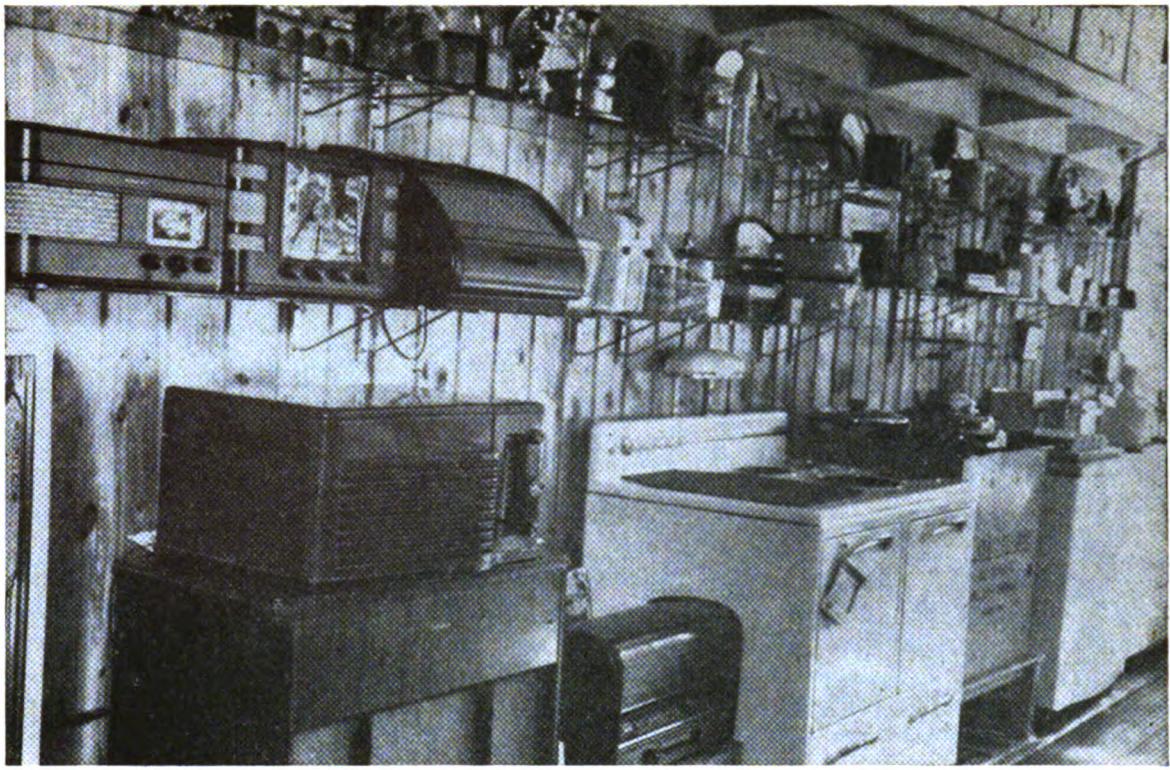
The knotty pine of the store front, above the main windows, is highly varnished and presents a striking appearance, especially

when exposed to the sun. Huron Hardware has easily one of the best appearing store fronts in that thriving little village of 800 people. Mr. Skimin chose jackpine for a considerable part of the remodeling because he says it is more striking in color than either average pine or cedar.

In the remodeled store, an enlarged sporting goods department is well stocked with hunting and fishing supplies, and outdoor cloth-



A wide sweep of visual-type windows gives passers-by a full view of the interior. The pine front is similar to many local log cabins.



Radio sets, in a comprehensive range of prices, cooking and heating equipment and gifts are displayed along one of the pine sidewalls.

ing. Many deer hunters visit this area of Michigan each year and a sizable number stop at Huron Hardware for many of their needs, says Mr. Skimin. Bow and arrow deer hunters also have increased in number in recent years, and the store carries a large stock of archery supplies. All types of hunting licenses are also sold,

bringing a great deal of traffic inside the establishment. The person purchasing a hunting or fishing license likes to browse about, and frequently makes a purchase or two, especially when needed and attractive merchandise is spotted.

Appliances and gifts in the remodeled store look especially attrac-

tive against the pine background. Proof of this is seen in the increased sales of these items since the remodeling. Both these lines get prominent display up near the front of the store.

Windows are of the open back, visual type and have a small, foot-wide ledge just inside on which small items can be placed. This makes it possible for sidewalk traffic to look directly into the store to view most of the merchandise on display. Excellent fluorescent lighting aids in catching the attention of sidewalk traffic and in aiding customers in the store to inspect the merchandise shown.

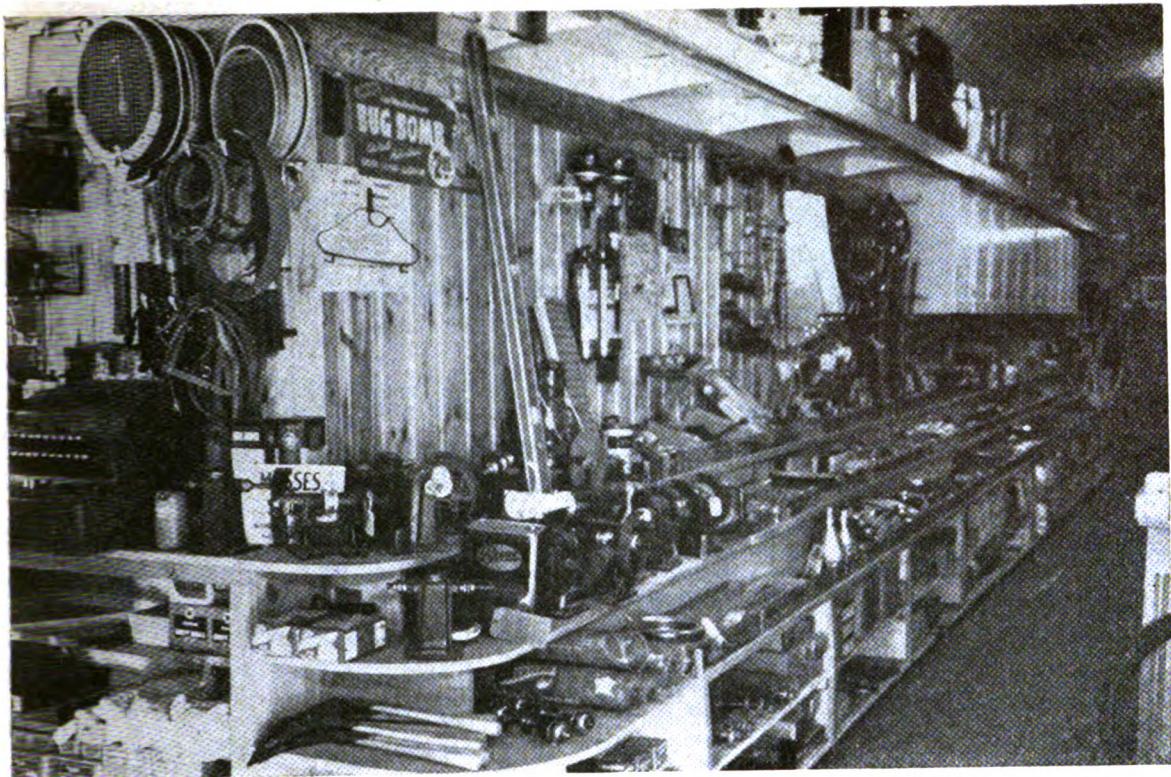
Stained Log Cabins

In this area of Michigan there are thousands of new temporary and also permanent homes built of pine logs with the bark removed and stained an attractive color. Numerous logging companies sell these log cabins in various sizes from \$700 to \$3,000 or more. In cabins of this type, oil heat is preferred and is often the most economical type of heating.

Huron Hardware has gone after



Sporting goods of many types for all seasons are featured in this corner of the store. Easily pilfered items are shown in glass cases.



There's very little waste space here but everything is neatly arranged. Bulky items, while out of the way, are in easy reach.

this business intensively this year, with the result that by October 15 an entire carload of oil heaters had been sold throughout the area and

with more unfilled orders on hand.

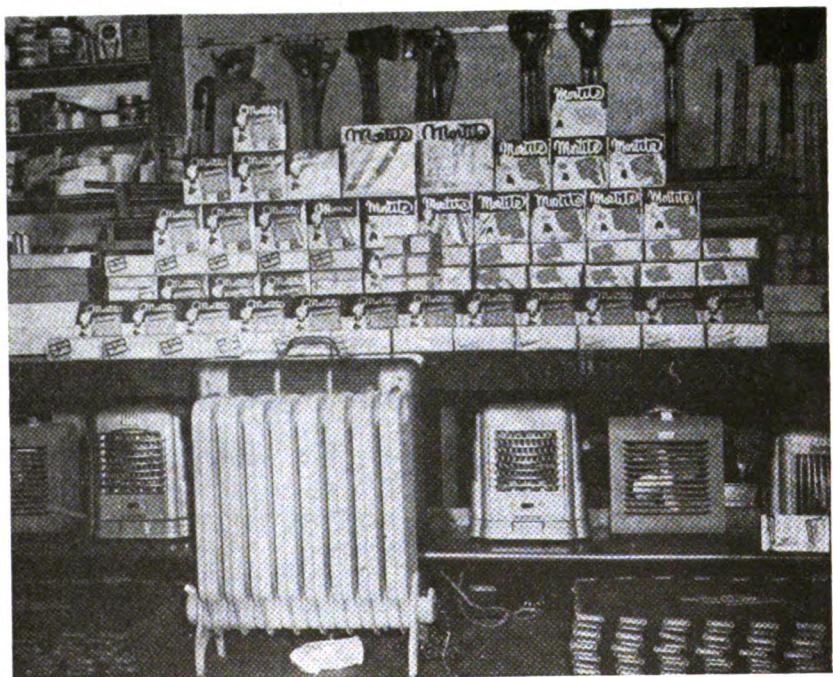
Mr. Skimin says that the erection of this type of cabin and home will continue throughout the

area and he is making preparations to sell stoves to this market during the coming months as well as next spring and fall.

Sells Plastic Weatherstripping for Many Dozens of Window Jobs

PLASTIC weatherstripping is a steadily selling line in the hardware store of Charles Librett, 184 Huguenot St., New Rochelle, N. Y., as the result of mass displays used well before the cool weather sets in. Displays, like that shown herewith, constantly remind homeowners and housewives — including those seeking other merchandise — that here is something good to keep out the elements. Shown with other forms of weatherstripping and with space heaters, portable radiators, etc., this builds demand and numerous impulse sales.

Charles Librett started publicizing the line about five years ago with newspaper ads, but finds that mass display in the store is the best sales tool. In the course of a year enough plastic weatherstripping is sold at Librett's for about 2500 window jobs. Simplicity of application, the fact that it can be installed without use of a caulking gun and used for weatherstripping and also for outside caulking purposes, make the line most appealing.



Prominently featured, this display attracts plenty of attention.

The Ad-Viser

Choosing and Planning an Effective Direct Mail Promotion

In this chapter, the author continues the subject of direct mail advertising. The concluding chapter on the use of direct mail will appear in the next issue

Part II

By IRVING SETTEL

Advertising Manager,

Concord's, Inc.

Instructor of Advertising,

Pace Institute, New York City



mail pieces which are suitable for your use. Let us consider the most practical of these and what they can do in terms of sales.

Letters

The most commonly used form of direct mail is the letter. It is highly effective because it simulates the personal message which people are accustomed to receive every day. This type of promotion may be typed individually or reproduced by machine. The following points are important to remember:

1. Compared to most mailing pieces, letters are inexpensive. The use of modern mechanical devices such as the Multigraph or the Mimeograph machines have made inexpensive quantity runs possible. Of course, individually typed letters are most effective. But this

method is expensive in time and money. The Multigraph machine, closest to the original typing, is used to simulate the individual letter. This can duplicate the "color" of your own typewriter ribbon and "fill-in" salutations can make the message appear personal.

2. A letter is usually read more carefully than a carefully planned circular.

3. To be effective, the letter should be short, well written and to the point. It should employ all the rules of effective advertising.

4. The letter has been used successfully to promote single items of hardware, the institution, to solicit new business, to promote collections, etc. Many hardware dealers use a standard form letter to express congratulations to people on lists of marriages, births and graduations, taken from the local paper. Such a direct mail piece creates goodwill among potential customers.



EDITOR'S NOTE: The author solicits readers' advertising problems which will be treated in an "Ad-Clinic" running concurrently with this series.

Send your problems and your ads to the author in care of Hardware Age. Good examples of hardware store advertising will be welcomed.

SOMEONE once asked a direct mail specialist to explain the uses of this type of promotion. His answer was quick and exceedingly apt. "Direct mail," he said, "can be used in the following ways: As a pathfinder; as an introduction; as a personal salesman; as a customer reminder; as a goodwill builder; as a sales increaser; as a stimulant for active customers; as an effective tonic for inactive customers; as a reviver for almost dead customers. Direct mail is the most versatile of all advertising media."

Versatile and Flexible

Direct mail advertising is not only versatile, it is also the most flexible within its own field. It lends itself to many forms of salesmanship where "others fear to tread." For example, it has been used successfully for missionary work preceding visits of salesmen. It has been used as a follow-up of salesmen. It lends itself to the emphasizing of special sales where the advertiser desires to control circulation. Most important, direct mail actually gets into the homes. Even the best salesmen are not welcome in many places where the postman is greeted enthusiastically.

As a hardware merchant, there are a number of types of direct

First Class Mail Cards

This type of promotion consists of either an unfolded piece of cardboard with a message or the penny postal card. The government card has been used extensively by retailers throughout the country with successful results. Some businesses frown upon this method of advertising, nevertheless, it has proven its worth. A

ARE YOU SURE YOU'VE CARRIED NYLON-BRISTLED PAINTBRUSHES?

If you want to make more
paintbrush sales, read this carefully

SOME PAINTERS think they're using paintbrushes bristled with Du Pont nylon when actually they aren't. And some dealers think they've been selling nylon-bristled brushes, when they haven't. With the reputation nylon has achieved as an extremely versatile material, it's natural that many might mistake other bristles for nylon.

Our suggestion to you is to make sure you're selling—and your customers are buying—nylon-bristled brushes. Show painters the name *nylon bristles* stamped clearly on the handle of the brush. This is their assurance of more value for the money and complete satisfaction. And it's *your* assurance of protection against customer dissatisfaction and possible loss of future sales.

For no paintbrush gives the service of a "nylon." There is only one NYLON! And if a painter buys a brush he thinks is a nylon-bristled brush but the brush isn't made with nylon, he's going to be a dissatisfied customer—may turn to another dealer with his trade.

Just remember: because there's no paintbrush like a "nylon"—because nylon-bristled brushes serve so well and last so long—there's no other paintbrush that can provide you with the same sales advantage. *There's more value in a "nylon."* Because, though one customer may buy fewer brushes, *more* customers will buy *more*. And that's your ticket to bigger sales, bigger profits—more goodwill too! E. I. du Pont de Nemours & Co. (Inc.), Plastics Department, Room 291, Arlington, N. J.



DU PONT

nylon bristles



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

JANUARY 1, 1948

For thrilling entertainment, tune in Du Pont "Cavalcade of America"—Mondays, 8 P. M., EST, NBC

Digitized by Google

post card is more apt to be read than any other type of direct mail piece. It requires only a glance to read the message. No opening of envelopes complicates matters. If the message is short and effective, the reader will respond. It is excellent for announcing sales, selling single items, making special offers, etc. It can be written by hand or printed in one or more colors. The cost of mailing is always one cent and preparation can be had equally inexpensively. For its cost, certainly, no other type of promotion can compare with the postal card. It is possible too, to obtain return postal cards from the post office. These come attached to regular postal cards and can be mailed for the same one cent. It carries the advantage of bringing to the customer, a return card already addressed and ready to mail. When it is necessary for a customer to fill out a coupon, this form has proven to be highly successful.

Leaflet

A leaflet is a single small-sized sheet, printed on one or both sides with an advertising message. These have been used effectively as package inserts, letter stuffers, etc. They are also used as supplements to letters and usually carry more details about the product.

Folder

A folder is a leaflet containing one or more folds. It is sometimes of heavier stock and contains better art work. The size makes it possible to present a complete sales story. The folds are carefully planned to permit the reader to follow the copy without difficulty.

Broadside

The broadside is a large folder, usually 19 by 25 inches or larger. It has been used effectively for special sales, for certain smashing effects, etc. Its size lends itself to interesting and complete stories. When folded, it should be small enough to be mailed. Hardware dealers have used broadsides to good advantage for Christmas and other special promotions, etc.

A booklet is a leaflet with several pages. It is used when a great deal of space is necessary to make a presentation. It often provides detailed information about the products with pictures, prices and descriptions. Because of its increased cost in printing, paper and mailing, an advertiser usually invests more money in the art work and presentation.

There are several small consumer magazines, especially prepared for the hardware trade, which can be bought in thousand lots by dealers with their firm name imprinted. In addition to fiction, poetry, cartoons, puzzles and other editorial features the small magazines contain considerable advertising on the merchandise generally sold by hardware stores.

Catalog

A catalog is an enlarged booklet containing a complete list of articles available at a particular firm. Prices and descriptions are generally included. The catalog will tell, in detail the story of the merchandise being offered. Because of its expense, it is not issued more than once or twice a year but regularity is an important part of the campaign. A customer will look forward to the receipt of a catalog and generally keeps it for reference the year round.

Figuring Costs

In planning a direct mail piece, your advertising appropriation will determine the extent of your actions. Approximate figures must be determined in advance. The following procedure may be followed in your preparation:



The Ad Clinic

Dear Mr. Settel:

We have read with great interest your articles in **HARDWARE ACE** with respect to advertising, and we fully appreciate the valuable service which you are rendering to the trade as a result of these instructions.

We are enclosing herewith the latest copy of an ad from the December 4th issue of the *Long Island Daily Press* and its sister paper, the *Long Island Star Journal*. These two daily papers cover the greatest ma-

1. Get your production costs from your printer, engraver, etc. With a very rough layout, these speci lists can give you a good enough figure with which you can work.

2. Your first mailing will be considered a test mailing. Here you will discover your mailing costs, the probable returns for future mailings and other answers to individual problems.

3. Determine your "cost per order." This can be arrived at in a simple manner. For example, assume that you have a list of 10,000 and the folder will cost you \$50 per thousand including printing, mailing, etc. (or a total of \$500). Assume too, that you receive 50 orders. Your cost per order then would be 500 divided by 50 or \$10. Your future campaigns should be gauged upon these results always keeping in mind that you must try to increase your sales and lower your unit cost. Three per cent returns on a mailing is considered excellent for products costing under \$10. Usually no more than 2 per cent can be expected.

4. For future mailing pieces, use past sales as a measure for determining your appropriation. The money you spend will effect the size and type of mailing piece you use. As you increase the returns, you should attempt to add to the effectiveness of the piece. The more you have to spend, the greater the opportunity to offer your public your merchandise in the most effective presentation.

Next issue I'll explain how to organize these different forms of direct mail pieces into one "sales getting" campaign.

What about chain deliveries and prices in 1948

Many customers have written us to inquire about chain deliveries and prices in 1948.

In answer to their questions, we wish to make the following predictions—based on conditions as we now see them:—

During the first six months the chain industry will still be unable to fully meet the demands of its customers.

Steel production is rising steadily. But this increase is, to a large extent, offset by growing domestic demands and the necessity for making substantial European shipments. It seems doubtful, therefore, if the chain industry will be able to secure enough additional steel to effect immediate substantial production increases.

This means that we must continue to apportion our output fairly and justly among our distributors . . . in confidence that they, in turn, will deal equitably with their dealers.

As to prices—we most sincerely hope that no increase will be necessary in 1948. But, in the light of anticipated higher labor costs, it is impossible to predict absolute price stability. We believe that our jobbers and dealers should keep this factor in mind.

R&P-508

* * * *

In 1948 we pledge you that our company will steadily strive to better its production . . . and to give you the sincere, friendly service which our customers so richly deserve. We promise, also, that our prices will be maintained at the lowest level consistent with good management.


David J. Semmell
Vice Pres., Charge of Sales

CLEVELAND CHAIN
The Cleveland Chain & Mfg. Co.
Cleveland 5, Ohio

Associate Companies: David Round & Son, Cleveland 5, Ohio • The Bridgeport Chain & Mfg. Co., Bridgeport 1, Conn. • Seattle Chain & Mfg. Co., Seattle 8, Wash. • Round California Chain Co., So. San Francisco and Los Angeles 54, California
Woodhouse Chain Works, Trenton 7, N. J.

Since 1869



Security in every link

jority of homes in Queens County, which is primarily our trading area.

The writer realizes he has much to learn with respect to newspaper advertising, and any comments which you could offer would be sincerely appreciated.

We thank you, in advance, for your assistance and again congratulate you upon your very interesting items in **HARDWARE AGE**.

Very truly yours,
GUSTAVE D. HERRMANN
Otto Herrmann Inc.
6729-6733 Myrtle Avenue
Glendale, Brooklyn, N. Y.

* * *

Dear Mr. Herrmann:

Thank you for your interest in the "Ad-Viser" column which appears in **HARDWARE AGE**.

In regard to your request for criticism of your advertising I should like to offer the following suggestions.

1—*Placement.* I notice that your advertisement is placed on the "bottom inside" of the page. The most desirable position is the "top outside" away from the center fold, where it will have a better chance to be seen and read. If you are a frequent advertiser, you are entitled to better position. Ask for it.

2—*Layout.* Your headline, "Quality Tools, Gifts to Be Cherished," is excellent. However, it can be made more effective by having it set in larger type or in reverse (white on black). Remember, it is the headline which stops your reader. Give more play to it. Devote more space to it. It might be wise to place the headline at the very top of the page and transfer the picture of the store to the bottom.

3—*Typography.* I notice that the description of the items you are selling are set in very small type matter. This is quite difficult to read. Never allow your typography to be set smaller than 8-point, preferably 10 or 12-point. Readability is of prime importance to good sales appeal.

4. Allow more space for larger prices. You know, of course, that cost is important to the average customer today. If you have a low price, tell your readers about it in large bold numbers.

What are you doing in direct mail? Here is a medium which can probably do a great deal of good for you. Do you have a mailing list of your customers? You might utilize these names to excellent advantage.

I sincerely hope that I have been of some help to you. If I can be of any further assistance, please do not hesitate to call upon me.

Sincerely,
IRVING SETTEL

□ □ □

Dear Mr. Settel:

I have been reading your articles in **HARDWARE AGE** with much interest.

We do not use newspaper advertising as we do not feel we get the coverage that we should from the Bangor papers.

We do, however, use a circular furnished us by National Hardware Stores which we mail out each month to 500 homes here in town. I do feel that we should get better results than we do.

I am enclosing copies of the last three issues and would like your criticism or opinion on them.

We are also at the present time using a spot on a Bangor Radio Station *WLBZ* three times a week but haven't had it long enough to judge results.

We are in a town of 3500 with a student population of 4500 at the University of Maine but cannot depend on outside trade as we are only eight miles from Bangor and four miles from Old Town and we are in the middle.

Yours truly,
W. A. PARK, Mgr.
Fred C. Park
31-37 Mill St.
Orono, Maine

* * *

Dear Mr. Park:

Thank you for your interest in the "Ad-Viser" column which appears in **HARDWARE AGE**.

I should like to offer the following suggestions in regard to your present advertising.

1. The National Hardware circular is an excellent medium, nicely made up and inexpensive for the local retailer. However, I believe that you are not covering enough territory with it. At present, you distribute the circulars to 500 homes. Since the population of the town is only 3500, it might be possible to distribute your advertising material to every family in town. The cost would probably not be much more than you are now spending and you would be covering seven times as many people.

2. I do not believe that a one-minute spot, three times a week, on a Bangor station can do much good. Unless you can afford many more, these are like straws in the wind.

You might concentrate your small budget on newspaper advertising and direct mail. Send your circulars to everyone in town. Offer a weekly special to draw the crowds. Prepare additional mailing pieces such as post cards to supplement your other mailings. Keep hitting away at your regular customers and potential customers and excellent results will soon show.

Sincerely,
IRVING SETTEL

Ad Gives Reasons For Store Hours

THE problem of store hours is a very important one nowadays and the Lyndale Hardware, Minneapolis, Minn., recently published an advertisement stating its reasons for choosing certain store hours.

Considerable emphasis was placed upon the reason for Monday morning store closing which allows the employees to attend to their own shopping, etc., on a day when downtown traffic is lighter than on other days. Countering this, of course, is the fact that the Lyndale Hardware employees are on hand all day Saturday to give good service to those customers who ordinarily do not work Saturday afternoons.

Special Notice

To best serve the public, a retail store of necessity must remain open long hours and employees must work longer hours than a regular work week. In order that our employees have some time to do their shopping and have time for personal matters such as haircuts, dental appointments, etc., it has been our policy in the past to allow each employee the equivalent of one-half day off per week. Our employees have been taking one day off every two weeks, and we realize, and have known for some time that with a sales force the size of ours, at least one and sometimes several key men in our organization are gone every day. This results in our giving limited service in some departments every day, and therefore, we have come to the following conclusion after considerable thought to this problem.

Our employees must have some time off to attend personal matters, and we feel that it is far better to give no service for half a day and the complete, satisfying service you are entitled to the rest of the week.

Therefore, effective Monday, Oct. 27, we shall be closed in the morning and will open for business at 1:00 P. M. thereby giving all our employees their time off at one time. We believe this is definitely going to improve our service, and correct a situation that has been responsible for poor service in every department at sometime or other due to no fault of the man responsible for his department.

Please note these new hours, and we shall appreciate your co-operation in putting them into effect immediately.

MONDAYS	— 1:00 P. M. - 6:00 P. M.
FRIDAYS	— 8:00 A. M. - 8:30 P. M.
OTHER Days	— 8:00 A. M. - 6:00 P. M.

Lyndale Hardware

6616 Lyndale Ave. So.

PL-2411

When customers read this ad they knew why the store was closed.

Griddle Toaster
No. 1010-A



Smokeless Broilerette
No. 9800



BUCKEYE ALUMINUM

brings you 5 extra salesmen

5 qt. Dutch Oven
No. 1065

← 10½" Chicken Fryer
No. 1011



3 qt. Covered Sauce Pan
No. 1053

HERE are five new salesmen for you. They'll go to work the minute they go on display. They'll go on selling every hour you have traffic in the department.

Colorful, lifelike pictures show mouth-watering food—show the utensil in use. Descriptive sketches and copy show the many uses.

The cartons make eye catching, traffic stopping window and counter displays. They will help your sales people, but they're really self-selling. Let them go to work for you.

SEE US AT BOOTHES NOS. 1441 and 1443

The Chicago Housewares Show

**The BUCKEYE
ALUMINUM Co.
WOOSTER, OHIO**

CHICAGO SALES OFFICE — 11-110 MERCHANTISE MART

Powell's Puts a Capital "S" In Service of Appliances

Minnesota firm uses this feature to advantage and also services appliances which have been purchased elsewhere. Policy helps build sales

AUTOMATIC WATER HEATERS

AVAILABLE AT POWELL'S FOR IMMEDIATE DELIVERY

* ELECTRIC WATER HEATERS
 Here is a price range and size range that will meet the needs of everyone. Famous name water heaters with proven quality and finest construction.
 HOT POINT JUD WHITEHEAD SEIDELHUBER \$76.00
 10-35-40-50-120 Gallon Sizes \$229.50

* OIL WATER HEATERS
 Family size hot water heater will produce 640 gallons of hot water per day. Bearing the proven label of GETTER. \$134.00

* GAS WATER HEATERS
 We have City-Gas and Bottled Gas Water Heaters. Capable of 85-gallon recovery per hour. Approved by the American Gas Association. \$79.95

We Are Equipped to Completely Install any of the Water Heaters listed here.



It's Easy to Save Time ...
 With WATER HEATERS, you can have hot water whenever you want it. Just turn on the faucet and there it is. And the cost is less than you might think. For example, if you have a family of four, you may save \$100.00 a year in fuel costs. That's a lot of money to keep in your pocket.

Use Plenty of Hot Water!

WE HAVE A COMPLETE LINE OF NON-AUTOMATIC HOT WATER HEATERS USING ...

GAS - COAL and KEROSENE
 Select yours today!

USE OUR THRIFTY PAYMENT PLAN

POWELL HARDWARE CO.
 PLUMBING & HEATING

Telephone 22
 513-515 St. Germain

This ad featuring water heaters is a good example of the firm's appliance promotional activities. It was four columns by 11 in.

ALERTNESS in merchandising a store's trump cards pays off in appliance selling.

So says Clarence Johnson, owner of Powell Hardware Co., Inc., St. Cloud, Minn., a city of 25,000. This firm sells a large number of appliances of many types, and also services them.

Local chain stores do not have any service departments in St.

Cloud. When a customer brings in a chain store product to the Powell Hardware Co. for service, the salesman or service man who takes it in asks, "Doesn't the store where you bought it service the appliances it sells?"

The customer shakes his head and often replies, "They wouldn't do a thing for me."

To which the Powell Hardware Co. salesman will reply, "Well,

we will be glad to service this appliance for you. It's our business to take care of you and our regular appliance customers. They feel this service is an important factor to them. That is one reason why they like to buy their appliances from us."

Repetition Wins Customers

This same story, told over and over again to chain store customers, has resulted in Powell's winning many of them as appliance customers, for they quickly realize the value of a good service contact when an appliance fails to function.

"We have some very competent men in our service department," states Mr. Johnson, "and we have arrangements for the repair of any appliance. Many a sale is made because during peacetime and wartime we are always willing to take care of appliance repairs, no matter how small."

Along with its service department and floor stock, the Powell Hardware Co. advertises appliances extensively in a local newspaper.

Advertised Frequently

Items such as water heaters of various types are advertised frequently. They have proved to be excellent sellers in the St. Cloud area during the past few years. In his ads, Mr. Johnson always advertises the fact that his firm is equipped to install any water heater it sells.

The firm also uses a "thrifty

payment plan" for purchase of appliances by which the customer can buy on a time basis. This plan is advertised in the newspaper ads so that prospects know on what basis they can purchase water heaters and other appliances. Time sales are increasing in this area on appliances, Mr. Johnson says.

"We work on the theory that to give customers satisfaction with appliances over a long period of time, we must also give them reasonable service and repair," says Mr. Johnson. "At our staff meetings we stress this fact, and this policy has made many friends for us both in St. Cloud and in the surrounding rural areas."

Patterson's Accents Brands in Its Advertising

(Continued from page 51)

that the store has "Tools for schools-tools for industry-tools for craftsmen — hardware and metals." Each was two columns wide, one was 6½ in. high, the other 7 in.

Independent Merchant Must Support Brand Names

Well known for his espousal of the cause of nationally advertised quality brands, Walter M. Howlett, vice-president and general manager, says, "We have the feeling that brand names mean more now, to the public, than they ever have before. I believe that the independent merchant will have great difficulty trying to beat the chain stores at their own game—getting merchandise made for him that has specifications that might indicate a lack of quality. The independent merchant must strongly support brand names and the quality for it gives him an opportunity to capitalize on the confidence the public has in those names. To a great extent, the manufacturers of such lines are selling them for the independent merchant. The independent merchant should take every opportunity to make his store be known as a distributor of quality lines in support of such manufacturers."



MANUFACTURERS OF
ELECTRICAL APPLIANCES
TOYS and LANTERNS



ELECTRICAL APPLIANCES

FOR A QUARTER OF A CENTURY
THIS TRADEMARK HAS STOOD FOR
"QUALITY AT POPULAR PRICES"

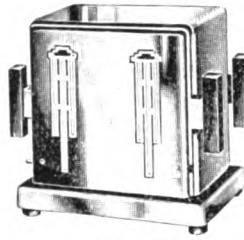
Famous "Never-Boil" EMPIRE Electric PERCO-DRIP

method of coffee-making extracts only the desirable oils to produce clear, rich coffee of truly distinctive flavor. Starts percolating in 60 seconds. Attractive, modern design, polished seamless aluminum with cool ebonized handle, scratchproof feet, patented heavy-duty direct-heat emersion element and insulated valveless pump. In 9-cup size at present.



No. 1802
Suggested Retail
Price, \$4.50

Smartly modern chrome finished EMPIRE ELECTRIC TOASTER



No. 759
Suggested Retail
Price, \$3.75

offers outstanding convenience features. Handles two large bread slices, turns them by a flip of the door. Has large flat top for toast-warming. Extra large Nichrome heating element offers large heating area for uniform toasting. Durable construction, black enameled base, scratchproof feet, large cool handles. A quality toaster at popular prices.

EMPIRE FOCAL-RAY ELECTRIC LANTERN

is the favorite of sportsmen, farmers, motorists—all who need handy, dependable, versatile night-lighting. Changes from wide-spreading floodlight to a powerful spot at a quick turn of the lens head. All-position pivot base turns the beam in any desired direction.



No. 900
Suggested Retail
Price, \$3.00

RETAIL PRICE SLIGHTLY HIGHER IN WEST

THE METAL WARE CORPORATION

NEW YORK

TWO RIVERS, WISCONSIN

CHICAGO

The Rifle Is America's Heritage

(Continued from page 54)

"The manufacture of special hunting and target sights, telescopic sights and sight mounts, custom gunbuilding and tools for reloading ammunition is almost an industry in itself. The manufacturers are generally small, employing 10 to 50 persons, and most are well established with good management records extending back over periods of 25 to 50 years.

"While the dollar volume for each manufacturer is not large by big business standards, the gross dollar volume for this facet of the industry runs into amazingly large figures. A number of nationally known optical manufacturers have long found the shooting field worthy of special design for telescopic sights, etc."

The Invention of Rifling

Someone discovered that if a twist could be given to a projectile in flight it held to a straighter course. Modern war began that day.

In the 16th Century a gunmaker at Nuremberg, Germany, applied this thought to the interior of a gun barrel. Maybe his opposite number at Vienna did the same thing at the same time. Authorities differ. The gun barrels were rifled.

The early rifles were purely military rifles, for use against soldiers who marched in solid formation, just as the Roman soldiers did a thousand years earlier. The military mind is often allergic to thought. Almost every advance in the science of ballistics was dreamed up by a civilian, bitterly resisted by soldiers, and finally accepted over, literally, their dead bodies.

The smoothbore guns used by the first soldiers who popped off at each other were heavy, cumbersome, slow, and as accurate as ox-wagons. During the battle of Fontenoy in 1745 between the English and the French, one of the English leaders, Capt. Lord Charles Hay, made what seemed to be a magnificently chivalric gesture. As the two bodies of

troops, in parallel lines, were drawing within range of each other, he raised his plumed hat and bowed.

"Gentlemen of the French First," he called, "fire first!"

Cunning as a hobo in a jungle, that man. He knew that if the French fired first while his troops were still out of effective range, he could close with his British to within effective distance and mow the French down before they could reload. Reloading took 10 or 15 minutes in those days.

When Americans in the early 1700's began to tour through the forests on foot they learned immediately that their great need was for a firearm that would shoot accurately, would not be so heavy as to overburden a pedestrian who must also carry his provisions, and would use lightweight loads. Bullets at 32 or 34 to the pound would be easy on the shoulders in the morning but weigh like paving stones at night.

What has since become known as the "Kentucky rifle" was created by many forgotten gunsmiths around Lancaster, Pa. This rifle was so accurate up to 100 yards that it was taken for granted a skilled rifleman would need only one shot to bag his game. This simplified transportation and provisioning problems.

Few Wasted Bullets

The one-shot tradition persists to this day. Col. Townsend Whelen, Washington sportsman, author, gunbuilder, and accepted dean of American riflemen, would blush if he wasted lead. A difference in conditions must be considered, of course, in such shooting. Nowadays the game is by comparison scarcer and more wary and the shooting distances greater. In Daniel Boone's day the hungry traveler need only sit near a waterhole.

The rifle became an American habit because of political and economic conditions. In Europe, game was protected and only the lord of the manor or his well-heeled friends had a legitimate



NON-RUST ALUMINUM LUNCH KITS

- ★ HEAVY GAUGE SOLID ALUMINUM
- ★ SEAMLESS CONSTRUCTION
- ★ SANITARY—ROUNDED CORNERS
- ★ PIE TRAY Available for Extra Capacity

BAT WING CARPET BEATER

Patent coil spring
throat for unusual
beating action!
Perfect balance . . .
lasts longer.

For the millions who
still prefer the old
fashion way.

WASTE BASKETS

"The Full Line"

Plain colors.
Decal decorated.
Original hand paintings in oils by Vargol.
A Wide assortment of background colors.



Mfg. of Wheel Goods and Metal Specialties,
sold through leading hardware
jobbers from coast to coast.

Penn
METAL FABRICATING CO.

WILKES-BARRE, PA.

MEMO FOR THE CHICAGO SHOW

Be sure
to see the
NEW pop-up

SAMSON

Tandem AUTOMATIC TOASTER

In beauty, shape, features and toasting superiority, the new Samson TANDEM Automatic Pop-Up Toaster is years ahead of the market. But don't take our word for it; see it and try it yourself at the Show. Only then will you appreciate why 40,000,000 families will want one on their breakfast table . . . and why leading housewares buyers are already saying, "It's great . . . and a 'must' for '48!"

*See us in spaces 943 and 945 at the National Housewares Show, Chicago, January 15-22.

Showboxed to Sell!



Samson
ELECTRICAL
APPLIANCES

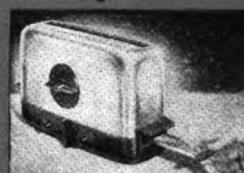
...THE "BUY-LINE" FOR THE MILLIONS



Tandem operates entirely from the front—like dialing a radio.



Toast pops up a full inch; simple and easy to remove.



Slide-out Crumb Tray catches everything, even melted butter.



Slim, modern shape fits handily on sills and low ledges.

SAMSON UNITED CORPORATION
ROCHESTER 10, N.Y.

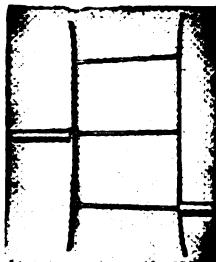
Samson United of Canada, Limited, Toronto

BRIGHT DISPLAY FAST SALES QUICK PROFITS

Brilliant colors make these clothesline reels attractive to display.

And do they sell! Women snap them up as a high-quality bargain at a popular low price . . . with big profits to you.

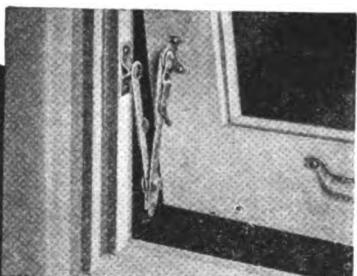
Clothesline Reel



- Holds 200 ft. of line
- Retails under 50¢
- All-welded
- Brightly enameled
- Turning wood handles

Mail penny post
for Bulletin A 11.

COX METAL PRODUCTS CO.
3014 W. Hopkins St., Milwaukee 10, Wis.



Ideal STORM SASH ADJUSTER

Open Storm Windows
with One Hand
to Any Desired Degree

Holds sash firmly in strong winds, either open or closed . . . locks securely . . . remains silent for its lifetime. Strong angle formed arms are of zinc plated steel, bakelite washers. Includes right and left arm pull and screws. Approximate retail 60c per set.

Display Models for Dealers
Ask your Jobber

Ideal
BRASS WORKS, INC.

250 EAST FIFTH STREET
ST. PAUL 1, MINNESOTA

use for rifles. Gillies and gamekeepers were permitted to have rifles to serve their lord's purpose. Any other rifle owner was automatically suspect. The consequence was that European—and English—rifles were fine and costly tools.

In this country every farmhouse had a rifle over the mantel. It was used to get meat, for protection and, now and then, for a little feudin'.

The result was that the American rifle developed rapidly from the flintlock of our early history to the precision weapon of today. Breechloaders came into use before the Civil War and were used considerably during that struggle.

After the Civil War the business of making rifles and riflemen enjoyed a kind of loose boom. Some veterans moved West and helped destroy the huge buffalo herds.

The Buffalo Killer

Those were black powder and heavy slug days, and the Sharps rifle was made to order for buffalo killing. It was a breech-loader and to its rapidity of fire and accuracy the Union victory at Gettysburg was largely due. The buffalo gun preferred was of .50 caliber and threw 550 grains of lead 1,000 yards with reasonable accuracy. The buffalo were done for by 1872. A period followed during which many varieties of sporting rifles were made.

The Army and Navy, in accordance with American custom, had been cut down to boy size. Congress had had a flash of reality and provided for the maintenance of a government arsenal at Frankford, Pa., which turned out small quantities of ammunition.

Then came the first World War.

Again in accordance with American tradition, our manufacturers hastily converted, turned out immense quantities of rifles for our allies and ourselves. Peace followed, we pared the Army down to the core, and set about being happy ever after. In the years that followed only duPont and the Olin companies maintained research and development organizations.

It is perhaps no mere happenstance that these two companies are now leaders in the arms and ammunition business. The Federal Cartridge Company is the only large independent ammunition manufacturer.

Rifles for Civilians

The output of sporting rifles in the interim between the two World Wars was, of course, a mere flea-bite compared to the immense number of rifles needed in war. What was of prime importance, however, was that the two companies and their lesser competitors had preserved the know-how.

It would be exaggeration to say that this was a vital factor in our ultimate victory. The English had enacted restrictive legislation that had practically destroyed rifle manufacture except in small quantity for the use of wealthy sportsmen. The English could not possibly have turned out the weapons needed in the time required. Our Government gave them 1,000,000 or more rifles from its stock.

We were to need up-to-date rifles for an army of 14,000,000 men—especially the Garand semi-automatic, outstanding rifle of World War II.

Two government arsenals could not have supplied one tenth our needs. Government-built plants and Olin and duPont were called on for the know-how. The wholly unbelievable volume of production was made possible by the automobile industry. The "boys from Detroit" were called in to help the gunmakers, and for a time neither side believed what it saw.

"We'd never get out of the red if we made autos the way you make rifles," said the Detroiters.

"You can't make rifles that way," cried the gunsmiths.

In the end each learned from the other. As one authority said:

"The chief contribution of the Detroiters was in kicking awake some brains that had gone to sleep in the rut of tradition."

Training Men to Shoot

Second in importance to the gunmaking was the training of the men who were to use the guns.

Seventy-five years ago former

officers of the Civil War organized the National Rifle Association—the N.R.A.—to institute a uniform system of small arms training.

Civilian Rifle Clubs

Congress at the turn of the century gave the Association quasi-official status by legislation which established annual national small arms competition to be conducted by the War Department and the N.R.A. By 1916 the idea of civilian rifle clubs had been developed to such an extent that Congress included provisions in the National Defense Act for War Department assistance.

When the war came the Army found itself with no small arms training films and with a dearth of instructors. The N.R.A. turned over the films it had made in 1938 and 1939. It had put in operation

a plan for pre-induction training in small arms which was operated through 1,300 affiliated civilian rifle clubs. These schools turned out basically trained riflemen in sufficient number to have constituted five infantry divisions.

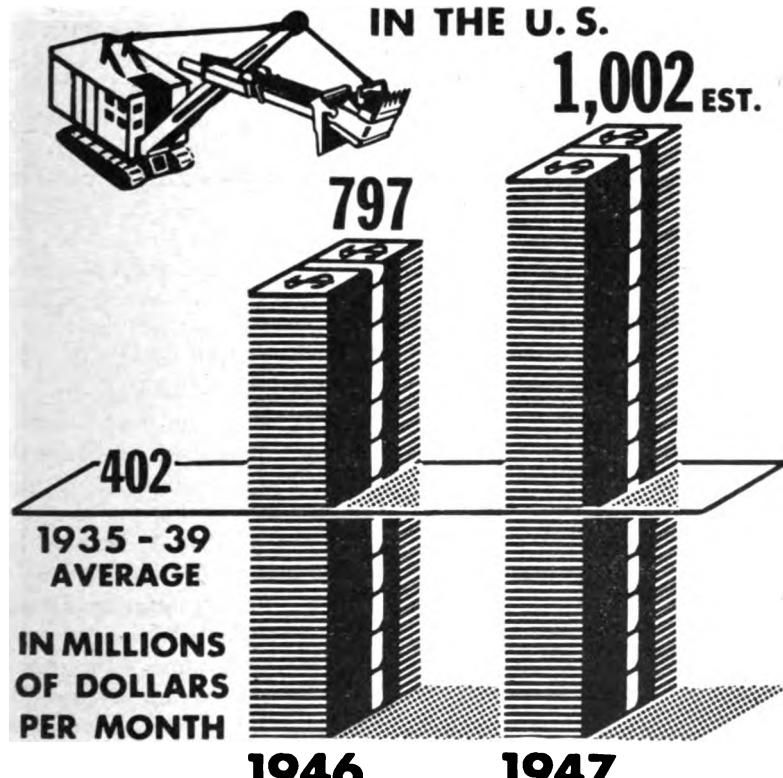
With its 300,000 members, 4,500 affiliated clubs and its own technical and research divisions, the N.R.A. is a fair-sized business.

The Sporting Arms and Ammunition Institute of New York City reports "the revenue from excise tax on firearms and shells for eight months of 1946, as shown by monthly statements issued by the Commissioner of Internal Revenue, was \$17,384,994."

This is an item not to be sneezed at by any taxpayer.

But with all this the lowly rabbit shooter produced the greatest and the steadiest volume of business with his trusty .22.

TOTAL NEW CONSTRUCTION IN THE U. S.



SOURCE: U. S. COMMERCE DEPARTMENT

GRAPHIC BY PICK-S. N. Y.



A SALES BUILDER

A set of four tumbler shaped units for salt, pepper, flour and sugar—a handy kitchen aid.

The bodies are solid white and the tops are distinctive pastel colors with each top different for easy identification of contents. Screw threads hold the tops securely in place yet permit quick, easy removal for filling.

These units are very attractive—excellent for displays. Definitely popular with housewives—quick-selling, profitable items. Ask for folder A-1 and prices.

PLASTICS DIVISION

The VLCHEK TOOL Co.
3001 EAST 87th STREET • CLEVELAND 4, OHIO

Better Packaging, Labeling and Simplified Pricing Needed

To Help Distributor Streamline Operations



R. H. RUSSELL

SUDDEN service off the distributor's shelf was proven essential during the war and was endorsed by WPB Priorities for maintenance, repair and operating supplies. A further endorsement can be found in "Appraisal of the Mill Supply Distributor" by the Harvard Business School in which Prof. Livesey found that industrial buyers were universally in favor of the present fixed price system.

Let's forget the ancient history, the confusion of the present and the uncertainties of the future and see if we can agree on a plan for distributor selling which will land us on our feet under any set of circumstances. Isn't the answer simple and covered by: (1) maintain a normal inventory; (2) get maximum sales; (3) keep break even point down and (4) keep out of debt.

The American Association was

Mr. Russell urges manufacturers to package in units of 1, 10, 100 and 1000, in packages better for everyone who handles, sells and uses contents. Would "eliminate the hocus pocus of list and chain discounts" as a time and labor-saving aid.

By R. H. RUSSELL*

Treasurer,
J. Russell & Co.,
Holyoke, Mass.

thinking of factors 2 and 3 when they asked us the \$64 question, as to how we could increase the sales and decrease the cost of distribution.

This present subject of packaging and labeling is *important*. It goes way beyond the plan to put a new label on an old package. It goes beyond taking us away from the cracker barrel and giving us modern merchandise. It is a big step in streamlining our operation which is necessary not only to our present profit, but to the future existence of our system of selling.

Look at the Contents

Let's look at the contents of the package. Right now we are dealing with such absurd quantities as pairs, dozen, dozen pairs, gross, stones, quire, reams, yards and rods. And yet, the buyers are asking for and require unit costs. By all means, let's pack in units of 1, 10, 100, and 1000 and price similarly so we can get the unit price by moving the decimal point without dividing by 3, 12, 16½, 24, 144 or 480.

Maybe this sounds simple to you, so let's take a simple custom-

er's request for a price on 15 sheets of 2/0 flint paper.

1. We look up the list price which is \$6.75 per ream.

2. We double the list (current ground rules) and get \$13.50.

3. Take a discount of 60 per cent making \$5.40 net per ream.

4. Divide by 480 to get the price of .0113 net per sheet.

5. Multiply by 15 and end with .17 net.

We cost our individual sales slips and for this purpose we must repeat the above five steps using a discount of 60 and 32½ or 60, 32½ and 5 if we purchased in single shipments of 25 units.

And let's group the packages in cartons or sleeves or boxes that will fit on standard 18 in. deep shelves without waste and without rearrangement. A leading bolt manufacturer has designed a layout for using cases that fit on a rack and which house the cartons without unpacking. This system has been tried out by two distributors who report a saving of \$100 per carload of bolts and proportionately for less carloads.

Once we have modernized the contents of the package, it naturally follows that we will have

* From an address, Nov. 19 at the joint regional conference of the American Supply & Machinery Manufacturers Association and the National Supply & Machinery Distributors Association, at the Robert Treat Hotel, Newark, N. J.

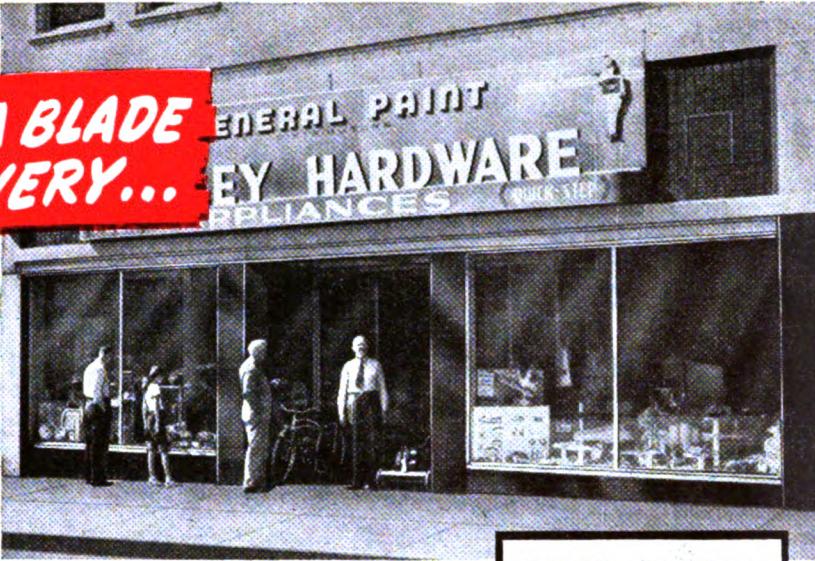


**HE SELLS AN EXTRA BLADE
WITH NEARLY EVERY...**

CARLSON RULE*

So can you!

*Recently Mr. Oscar Johnson of Valley Hardware reported that he was selling an extra blade with almost every Carlson Rule. We asked him to tell us how he did it. Here's what he said —



Valley Hardware is one of the leading stores in Southern California carrying a complete line of tools, hardware and appliances.



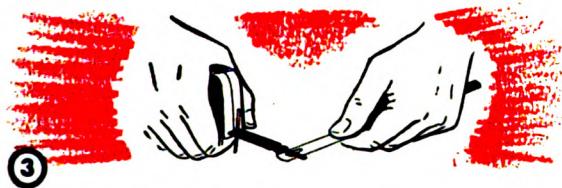
①

"Well! First, I'm partial to Carlson Rules. I always point out to a customer that they are made in 6-, 8-, and 10-foot lengths and with either etched steel or snow-white blades, as I place one of each on the counter."



②

"I point to the display box and ask the customer if he knows about the Quick-Change feature on all Carlson Rules. And, even if he has read about it in Saturday Evening Post, Liberty or Popular Science, he still wants to see how it's done."



③

"Quick as a flash, I pull the tape out full length until the Quick-Change connection appears, drop a nail or match in the hole and disconnect it. While doing this, I ask if he ever cut a rule with a torch or saw or if he's ever worn out a tape."



④

"Mighty few customers can resist buying a Carlson Rule and an extra blade, especially if they've just thrown away a case because the blade was kinked, broken or cut. Yessir, selling a Carlson Rule and an extra blade is easy for me."

Valley Hardware sells lots of replacement blades. You too, can make it a profitable item. Order more replacement blades with Carlson Rules.

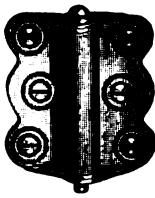
**SOLD THROUGH LEADING
HARDWARE STORES**

Carlson & Sullivan, Inc.

MONROVIA, CALIF.

Model No.	WHITE CHIEF	HOBBY	CHIEF
126	6 ft.—16ths & 32nds	6 ft.—16ths & 32nds	6 ft.—16ths & 32nds
128	8 ft.—16ths & 32nds	8 ft.—16ths & 32nds	8 ft.—Metric & English
326	6 ft.—Metric & English	6 ft.—Metric & English	6 ft.—Metric & English
328	8 ft.—16ths both edges	8 ft.—10th-100ths & English	2 Meter—Metric both edges
Model No.	326—6 ft.—16ths both edges	328—8 ft.—16ths both edges	23M—2½ Meter—Metric both edges
	326ME—6 ft.—Metric & English	328ME—8 ft.—Metric & English	
	128ME—8 ft.—Metric & English	128TE—8 ft.—10th-100ths & English	
	128—6 ft.—16ths & 32nds	128—8 ft.—16ths & 32nds	22M—2 Meter—Metric both edges
	226—6 ft.—16ths & 32nds	228—8 ft.—16ths & 32nds	226ME—6 ft.—Metric & English
	228—8 ft.—16ths & 32nds	228—8 ft.—Metric & English	228ME—8 ft.—Metric & English
	2210—10 ft.—16ths & 32nds		
	226ME—6 ft.—Metric & English		
	228ME—8 ft.—Metric & English		
	22M—2 Meter—Metric both edges		
	23M—2½ Meter—Metric both edges		

WHITE CHIEF TAPE LINES ARE MANUFACTURED UNDER U. S. PATENT 2089209



Happy New Year

It will be a Happy New Year when your inventory is all completed. In checking, look particularly at your stock of Shelby Screen Door Spring Hinges—87 00 1 Series—the ones with the covered spring and removable pin.

There'll be a heavy demand for them, come the first sign of Spring, and now is the time to place your order with your Jobber.

THE **Shelby** SPRING HINGE CO.
SHELBY, OHIO



THE BOSS MFG. CO., KEWANEE, ILL., U.S.A.

net pricing and eliminate the hocus pocus of list and chain discounts which is the greatest time waster in the industrial distributors business. We are now troubled with odd combinations of queer discounts that aren't even shown in unabridged discount tables and require the manufacturer to furnish us with equivalent multipliers running to five places.

I doubt if we fully realize the absurdities reached by our worship of the sacred list which must never be changed. You have already noted the example of the list that must be doubled before using. Still another list is so out of gear with modern costs that the same list for the same quantity purchase has four different discounts applicable according to which area is used. (Yes, a chart is furnished for our convenience.) Still another list uses $6\frac{1}{4}$ per cent and we even have another with 1 per cent. Listen to these discounts all off the same sheet on small tools: 12.03, 41.35, 17.89, plus 5.57 and 6.16. Evidently sales are being managed by the cost department. But perhaps the queerest extreme is a whole page of oddities of which a fair example is a discount of 37 and $32\frac{1}{2}$ which we are told is equivalent to .42525. It is thoughtful indeed for the manufacturer to furnish us with five and six place multipliers but at the same time we wonder if they are not subsidizing the comptometer people.

Billing Complications

And don't think for a minute that this requires only extra clerks in the billing department. Your salesmen and sales managers must interrupt their selling to engage in higher mathematics every time the customer asks for his cost figure. And in our business, the customer's complaints go to the boss and most of the mistakes originate from this archaic and quaint system which is fast disappearing in the wholesale hardware and automotive trade because they are enlightened enough to insist on net pricing.

Let me illustrate: Our business is divided into three main classes of customers: automotive, dealer

and industrial. I took the 10 leading lines in each classification and marked them as to whether they were sold on a net basis or list and discount. Eight of the automotive lines, seven of the dealer and only three of the industrial were on a modern net basis. And several of the automotive and dealer lines had been recently changed to net. Now hold your hats, everyone, a line that is figured net for the automotive trade is still on list and discount when offered to the industrial field.

In the industrial business distributors have insisted on list and discount with the idea that they can fool their customer into thinking that he is getting special consideration and yet we all know that modern merchandising insists on goods being marked plainly with net selling price.

Consider the Value

And while we are redesigning the package, let's give some thought to the value of the contents. Here we have a solution to the perennial problem of the small order. From the nature of our business, we are always going to have calls for small quantities from good customers who have a particular emergency requirement. We definitely want this dependence on our stock but each transaction should pay its own way. We can't institute minimum charges of \$2 as so many manufacturers have to us. Our customers are not educated to this and have too many other sources to whom they would be driven. Since receiving this assignment, I have made a study of the billing of a period which totaled 32,172 lines of invoicing. Included were 12,616 lines on which the sales value was less than \$2. Now without hiring expert cost accountants and making scientific time studies, I think that I can convince you that the internal cash cost of each line of invoicing was 50 cents which is the entire margin on a \$2 sale. You know the steps.

1. Customers order written on shipper.
2. Shipper to shipping department.
3. Control by shipper.

4. Shipper to store department.
5. Goods put up.
6. Shipper marked with Dept. No., Cost, List, Discount, etc.
7. Goods and shipper to shipping department.
8. Shipper to comptometer for higher mathematics.
9. Invoice made out.
10. Invoice posted on ledger card.
11. Customers check credited to ledger card.

You know that the above operations will cost 50 cents with \$1.00 per hour help and this is only the cash internal cost of handling and does *not* include costs of selling, management, rent, interest, taxes or such minor items. And so in this billing of over 32,000 items, over 12,000 or 39 per cent were handled at a loss. True, this represents less than 5 per cent of the dollar value of the billings, but when 40 per cent of our operation is not paying its way, isn't there something that can be done? I think a practical solution is to cause standard packages to value at least \$2 and then bring about sale in full packages. Sure, we will always have customers who insist on an odd amount but there should be a real penalty price for breaking a package. On small unit value items, the broken package price should be more nearly double the full package, than the measly 10 per cent increase that prevails. Once this problem is recognized, I am sure that we can go a long way toward correcting it with the cooperation of our suppliers.

A Common Problem

How to give more value for the dollar is a common problem of labor, manufacturer and distributor alike. But the distributor is in a unique position, in that his pay is the margin between his cost and selling price which is set for him. Now if the manufacturer increases our difficulties of warehousing, processing orders and billing by giving us poorly de-

(Continued on page 77)

Rival Here's The
LINE UP FOR Quick Turnover!

TILT-TOP Juice-O-Mat

New revolutionary Tilt-Top feature gives clear view of fruit in position—no fumbling! And, too, "one finger" operation. Easy to extract juices, now! Patented Konavone gets all the juice without the bitter rind oil, seeds, and pulp. **\$6.98**
Retail Price
Other Juice-O-Mats, retail price
\$4.98 to \$14.95.

Can-O-Mat

The most beautiful can opener ever made! No levers, patented floating cutter...fully enclosed. Built for a lifetime of service. And how it sells...sells...sells!
Retail Prices
\$4.98 to \$6.95

Ice-O-Mat

The last word in wall-type ice crushers. Styled for last-needed for faster, easier operation. Crushes cube or lump ice...may be bar. Retail price
\$4.98
All chrome model
\$7.95

TWINCOOK Broil-O-Mat

The only broiler designed to cook eggs, as well as meat, at the same time. Pouring lip, Han-D-Rak, and many other plus features! Made of hammerbrite finished heavy cast aluminum.
Retail price
\$19.95

"Some of the RIVAL Stars"

And Here's Powerful Sales Help!

Rival advertising will be seen 76 million times this year by your customers. Yes, the Rival line is advertised in Ladies Home Journal, Good Housekeeping, Better Homes and Gardens, Woman's Home Companion, American Magazine, and Parents' Magazine. More than 76 million impressions this year means bigger sales and profits for you.

See our exhibit at the National Housewares Show, International Amphitheater, Chicago, Jan. 15-22 — Booths 1229-31-33

Rival

MANUFACTURING COMPANY
KANSAS CITY, MISSOURI

Why Not? Have your PERSONAL ACCIDENT and HEALTH INSURANCE with . . .

EASTERN COMMERCIAL TRAVELERS

Mutual Association • Direct Purchase

No Branch Offices

Massachusetts Company, Incorporated 1894
Insure Your Earnings... Protect All!

ACCIDENT POLICY PAYS		SICKNESS POLICY PAYS	
\$5,000.00-\$10,000.00	\$25.00-\$50.00	\$25.00 PER WEEK	\$10.00 PER WEEK
FOR ACCIDENTAL DEATH	FOR WEEKLY DISABILITY	FOR CONFINING SICKNESS	FOR NON-CONFINING SICKNESS
Estimated Annual Cost \$15		Estimated Annual Cost \$24	

ACCIDENT POLICY PAYS		SICKNESS POLICY PAYS	
\$5,000.00-\$10,000.00	\$25.00-\$50.00	\$25.00 PER WEEK	\$10.00 PER WEEK
FOR ACCIDENTAL DEATH	FOR WEEKLY DISABILITY	FOR CONFINING SICKNESS	FOR NON-CONFINING SICKNESS
Estimated Annual Cost \$15		Estimated Annual Cost \$24	

MORE THAN 50 YEARS OF UNFAILING SERVICE

Provides protection 24 hours a day when traveling, while at work, around the home or on vacation

NO POLICY CANCELLED OR RATES INCREASED OR ANY BENEFITS REDUCED ON ACCOUNT OF ADVANCED AGE!

SEND THE
COUPON
TODAY



John S. Whittemore, Sec.-Treas.
Eastern Commercial Travelers
80 Federal St., Boston

Without obligation, please send complete information and application for membership to

Name

Address

City State

HA-47 (No Solicitors Will Call)

The Dean's Page

By SAUNDERS NORVELL



SAUNDERS NORVELL

THE history of cutlery goes back to the beginning of civilization. The first man fashioned a knife—a dagger—that he carried in a sheath in his belt. He used it for all purposes, as a weapon and to cut his food. In the early ages tableware was not supplied at meals. Men and women first ate with their knives and their fingers and each supplied his own knife. Next the spoon, made of wood, was developed in the kitchen and then used at the table. Later spoons of various sizes and shapes were hammered out of metal.

You knew a Spanish student because he carried his spoon in the band of his hat. He was well equipped with his knife and his spoon for a free "handout."

Many, many years later the fork was developed and traveled from the kitchen to the dining table. Then, as man progressed, a knife, spoon, and fork were placed on the table

by his plate for his convenience. In time the table manners of ladies and gentlemen could be told by the way they handled their knives, spoons and forks.

Then it came to pass that these implements were not only made of steel but of gold and silver and artists designed beautiful patterns to decorate the dining tables of the wealthy.

It became customary to present brides with boxes of sterling silver tableware and to use individual pieces as gifts.

Our own Paul Revere was a skilled silversmith and from pure silver wrought beautiful pieces of silver tableware. It was all hand work and the custom developed lovely designs and skilled craftsmanship which were greatly admired.

Then came mass production. Knives, spoons, and forks were stamped from sheet metal and silver

or nickel-plated. Old designs were reproduced faithfully and the product was not only beautiful but very inexpensive.

In a recent New York paper, a department store advertised—silver-nickel-plated ware in a selection of old designs—spoons 10 cents each, forks 19 cents each, knives, "stainless steel," 25 cents each. The advertisement stated "base is 18 per cent nickel-silver."

In a remarkable ad, one of New York's largest department stores, offered "sterling silver" knives, spoons and forks in 70 designs in "sets"—six pieces as a setting for one person. These settings were available in attractive wooden boxes for six, eight or 12 people. In each of these settings for one person, of course, is a knife with a sterling silver handle. The blade of the knife is stainless steel. Prices naturally are high but not for sterling silver.

How They Are Made

These goods are also stamped. A design is drawn from old silver. A steel die maker makes a die from the drawing and then the goods are stamped out, trimmed, polished and finished. The result, mechanically, is better than handmade goods and every item is exactly alike which is never true of the handmade product. Naturally, these six beautiful pieces of silverware at every plate decorate my lady's table but there's one fly in the ointment. After some months of use the knives have lost their first edge and just won't cut. Pater after struggling for a while with his steak or chops retires to the kitchen and returns with a wooden, "sandwich handle," steel knife *that has an edge*. He is happy but the lady of the house isn't. That wooden handled knife is out of its class with all of her shiny silver.

Charles D. Briddell Company, of Crisfield, Md., which many years ago became famous as the makers of an oyster knife, who know steel and how to put an edge on it, recognized the problem and so went to work, designed, and perfected a "steak knife."

After reading these cutlery articles they sent me one of these knives. This knife will make the most critical man happy. It is not only an object of beauty fit to lie beside madame's sterling silver but it actually has a point like a needle and an edge like a razor.

With this knife, Tom Briddell, vice-president and sales manager, sends me a letter which follows this article. We will all watch their de-



**Get the RIGHT Answer
with PERMITE'S "Complete 3"!**

1947 was a big aluminum paint year. 1948 is sure to see sales climb even higher. A stock of Permite Ready-Mixed Aluminum Paints will give you the RIGHT answer to a larger share of this fast-growing aluminum paint market, because with Permite's Complete 3 you can give each customer the exact type of aluminum paint he needs for best results.

For any outdoor painting, you can give him Permite OUTDOOR Aluminum Paint. For cupboards, shelving, containers, interior walls, etc., you can be sure he will get lasting beauty of finish with Permite CHROME FINISH Aluminum Paint. And for his furnace, hot water heater, smoke pipe, or other heated surfaces you can sell him Permite HOT SEAL Aluminum Paint with every assurance that the smooth, silvery finish will not peel, chip or discolor from the heat.

Put in a stock of Permite's Complete 3. Use Permite window streamers and other sales helps, and watch your paint sales grow. Ask your nearest Permite Wholesaler or write us for his name.



This Illuminated Sign FREE
with Special Assortment of
Permite's Complete 3.
Ask your Wholesaler
for Details.



ALUMINUM INDUSTRIES, Incorporated, CINCINNATI 25, OHIO
The Originator of Ready-Mixed Aluminum Paints

PERMITE READY MIXED ALUMINUM PAINTS

Puts a SPRING into your sales

"YANKEE" 130 A Quick-Return Spiral SCREW DRIVER

● One push and a man's sold on the "Yankee" 130A. The quick-return spring in the handle brings it back after each push. Makes driving and drawing screws a fast, easy, one-hand operation. Constant pressure of spring keeps bit centered in slot. Speeds up all assembly jobs. Perfect for hard-to-get-at places. Built for years and years of willing service. Looks, acts, and is, BIG VALUE.

ACCESSORIES AVAILABLE



"YANKEE" TOOLS NOW PART OF

STANLEY
Reg. U.S. Pat. Off.

THE TOOL BOX OF THE WORLD

NORTH BROS. MFG. CO.
Philadelphia 33, Pa.



velopment in manufacturing cutlery in 1948.

The secretary of the cutlery association tells me there are only 16 "regular" cutlery manufacturers in the U.S.A. That's about one manufacturer for each 1,000,000 inhabitants. Therefore, one more maker will hardly crowd them.

Tom writes he's all sold on steak knives until next March. Practically all the leading makers are sold out and have been unable to fill repeat Christmas orders from wholesalers and retailers. It has been a cutlery

Christmas all right if you could get the cutlery.

There are several cutlery items I haven't touched upon. One is hunting knives. A lot of these knives are sold. Among such knives sold in America I find a line of Swedish knives made of that fine Swedish steel and "hot forged." They must be good to survive our tariff.

Another item is electric razors. They are well advertised. But \$17 to \$21 is a lot of money. Gee, but think of television at \$800, plus \$85 for installation! Are we hardware men pikers?

A Letter Regarding Cutlery

Received By Our Contributing
Editor—Saunders Norvell

Dear Mr. Norvell:

We have been reading your cutlery articles in HARDWARE ACE with lots of interest.

Among a multitude of things, you certainly know a lot about cutlery, too—a great deal more lore than we've hitherto been exposed to. It's very educational.

I have been intending to write you for a long time and let you know how we're coming along down here in "oystertown." I believe that our Flambeau has kept you fairly well informed, even though we do not now publish it quite as often as during the war.

It's taken us 51 years to get on the main road of "fine quality cutlery" manufacturing. As you can remember, we often branched off into ice tongs, animal traps, advertising novelties, and other by-paths.

But, now our energies are on cutlery only. All other departments have been disposed of.

Since May, 1945, we have been making machetes for Latin America. About 30 different blade shapes are in the line. We have shipped more than 1,000,000 machetes below the border since we started. Users in some of the countries seem to like ours better than Collins. But we aren't kidding ourselves; we know that many Indians still ask for a "Collins" and not a machete.

The Market Is Big

However, the market is big and growing. Collins and ourselves are supplying about 90 per cent of the market.

But, I think, Mr. Norvell, the greatest thrill we have gotten since V.J Day was the realization that our

new "Carvel Hall" steak knife set seemed to be the hit of the year in cutlery.

Problems Severe

After the design was set, the problems of manufacture were severe. Setting up to fully hollow grind, a tapered chrome-vanadium blade and finding a plastic handle that could be boiled were difficult, particularly for us because this was our first venture into top quality table cutlery.

Our salesmen didn't receive samples until August 1947, but sold us up to Christmas in 30 days. What a thrill, but what a disappointment to not be able to handle all the repeat orders. We're now sold up into March.

For 1948, our plans include introduction of a line of commercial butchers', scimiter, boning and forged French cooks' knives, and later on in that year a duplex line of household carvers, slicers, etc., all to be originally packaged as is our steak knife set.

Our lines of household and commercial cleavers and ice tools will remain in the line, of course, but we anticipate a decreasing volume on this line in years to come because of mechanical cutting aids, such as saws, now available to butchers.

Cutlery manufacturing is very fascinating. True, it has its headaches and competition aplenty, with more to come.

However, my feeling is that the market has barely been tapped, and that there is a great opportunity for manufacturers of better quality and designed cutlery and more original merchandising methods.

THIS FREE! COUNTER DISPLAYER



(SAMPLES ATTACHED)

WITH YOUR ORDER FOR 71-PC. ASSORTMENT

All set up and ready to sell! 71 chrome and enamel finished Towel Bars, Roll Holders, Toothbrush and Tumbler Holders and Soap Trays—with one of each mounted on FREE Display Board.

Retails over \$50 . . . Your Cost \$30.21.
ORDER YOUR ASSORTMENT TODAY!

*Write Today For Free
Folder and Prices*

george koch sons, inc.
evansville, indiana



The popular "soft" chalk . . . industry's favorite for 113 years! For general factory needs—a quality, fine textured chalk.

Marks fast and clear—Economical.

STERLING CHALK

the standby of Industry for over a century!

Send for FREE Industrial Crayon Guide, giving complete information about the extensive line of Old Faithful Industrial markers made by crayon specialists.

Dept. HA-20

THE AMERICAN INDUSTRIAL CRAYON COMPANY

We intend to follow your articles and, whenever you have a spare minute to pass along a word of cutlery advice or so to us, we shall be very grateful.

I'd like you to examine and use one of our steak knives which is being sent to you this week with our compliments.

With warm regards and best wishes for your continued good health and vigor, I am,

Yours very truly,
TOM H. BRIDDELL
Vice President and
General Manager,
Chas. D. Briddell, Inc.

Better Packaging, Labeling and Pricing Needed

(Continued from page 73)

signed packages with complicated pricing systems, then we are indeed in a poor position to give the industrial buyer greater value. Problems of distribution show up in our shop. No one knows more about distribution than the distributor. It is up to us to unite in asking for improvements in packaging and pricing. When we know what we want as a group, and ask for it, we will be very close to a solution.

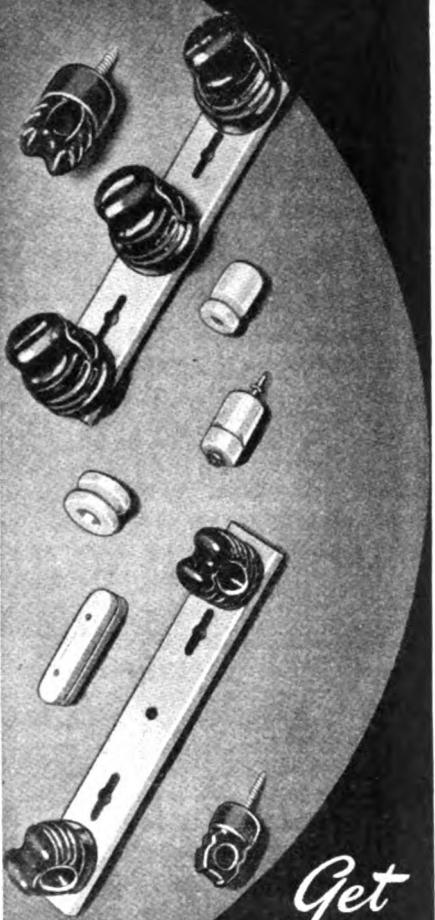
Have Shown the Way

Beaten paths are for beaten minds. Just because we have always given the national buyer his broken package quantities at the full package price, is no reason why it is right or that it can't be changed. Nor do we have to continue to carry No. 10 machine screws in packages of 144 when the same screw (with nut) is called a 3/16 in. stove bolt and packed 100 to a box. The wholesale automotive and hardware jobbers have shown us the way to net pricing. The national economy has cut down the value of a dollar bill until it is only a tip to the waiter and there is no good reason for us to continue to "nickle ourselves to death."

Let's Streamline

Let's streamline our operation and give the industrial buyer more value for his dollar. This will insure the future of distributor selling—and incidentally, our profit.

UNIVERSAL PORCELAIN INSULATORS



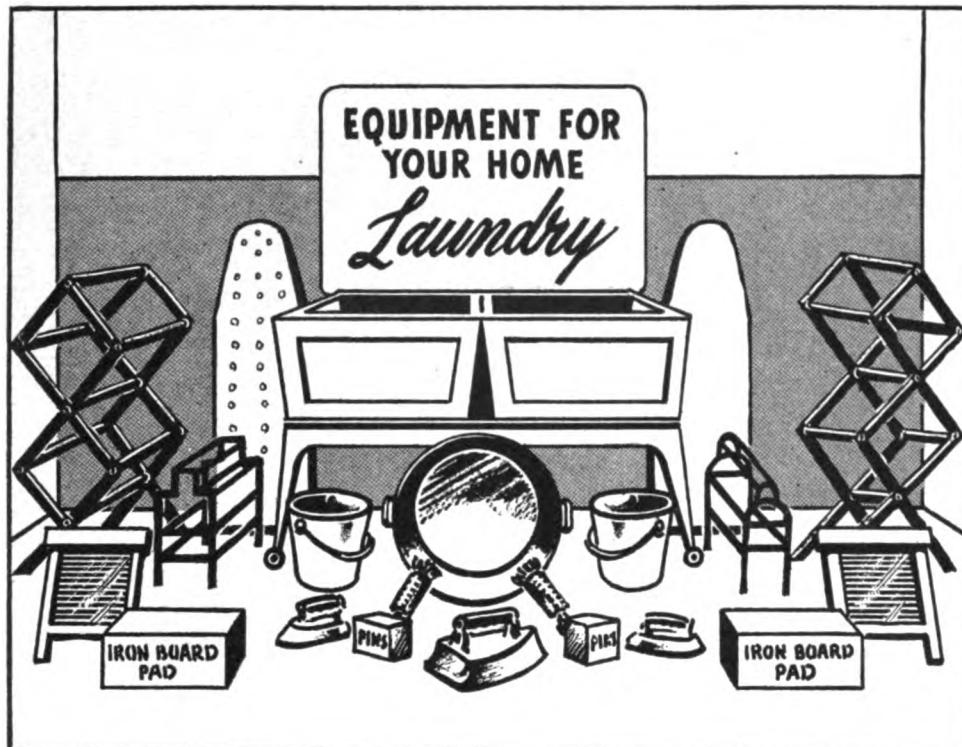
*Get
the OK of
EXPERIENCED
CONTRACTORS
...they help a good job
STAY GOOD!*

THE UNIVERSAL

CLAY PRODUCTS CO.

**1535 EAST FIRST ST.
SANDUSKY, OHIO**

Home Laundries, Butchering and Floor Wax for Early February



**HOME
LAUNDRY
EQUIPMENT
WINDOW**

MERCHANDISE: Ironing boards, clothes racks, clothes dryers, clothes line and pins, wash tubs, double tubs, galvanized pails, wash boards, iron board pads, electric irons, steam irons.

BACKGROUND: Center panel of bright yellow corrugated board or painted wallboard. Side panels of white material. Cut-out letters on center panel of black material.

BUTCHERING SUPPLIES WINDOW

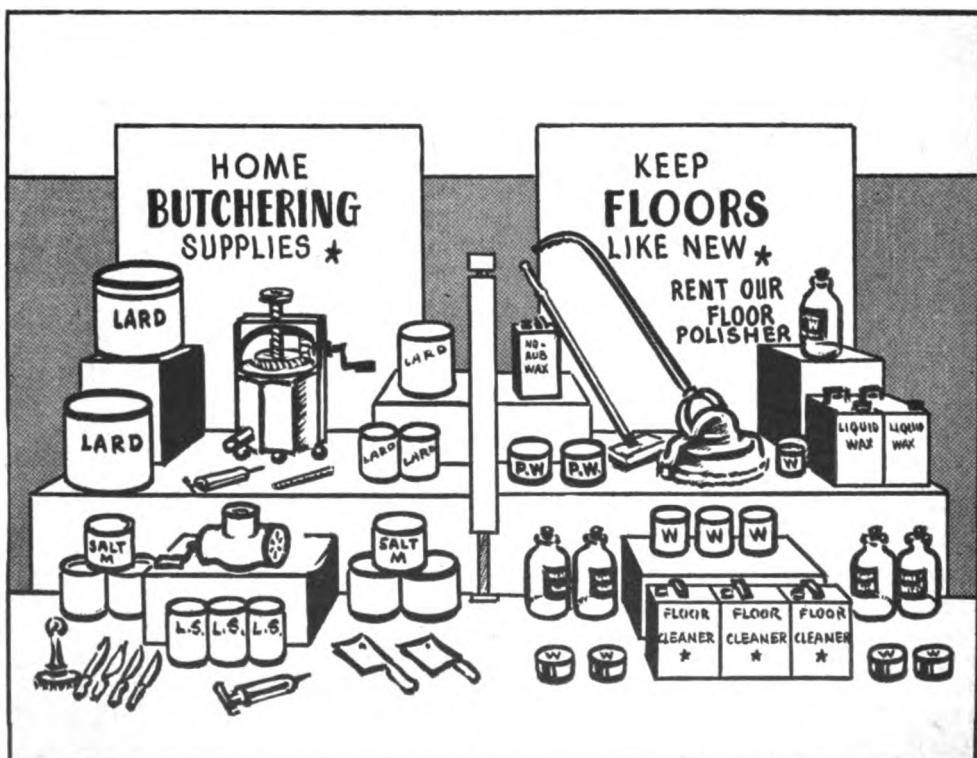
MERCHANDISE: Lard cans, sausage stuffer, thermometer, syringe, food choppers, meat choppers, meat curing salt, liquid smoke, hog scraper, butchering knives, sticking knives, skinning knives, boning knives, knife sharpeners, cleavers.

FLOOR WAX WINDOW

MERCHANDISE: Electric floor polishers, ne-rub wax, paste wax, liquid wax, wax applicators, floor cleaners.

BACKGROUND: Center panels of bright yellow corrugated material or painted wallboard. Side strips of white material. Cut-out letters of black material.

HARDWARE AGE Original Window Display IDEAS



Advertising By All Helps All

AN OPEN LETTER
Cresco Chamber of Commerce
"The Better Trading Center"

Cresco, Iowa

FARM FRIENDS:

For your convenience the merchants of Cresco will remain in their stores until 5:30 work days, and until 10:00 p. m. on Saturday nights.

Grocery stores, drug stores, restaurants and taverns will be open until a later hour.

All this to better serve YOU!

The Chamber of Commerce (speaking for its members 100%) invites you all to trade in our city for better quality, friendlier service and lower prices.

We also wish to announce that Cresco stores will be closed on the following days:

4th of July (all day).
Fair Day (Thursday—12:00 noon and remainder of day).
Labor Day (12:00 noon and remainder of day).
Armistice Day (10:30 to 12:30).
Thanksgiving (all day).
Christmas (all day).
New Years (all day).
Good Friday (12:00 to 3:00).
Decoration Day (all day).

We remain,

Sincerely yours,
Retail Committee of the

Cresco Chamber of Commerce
CRESCO — "The Better Trading Center"

Cresco, Iowa, merchants — hardware dealers and others — recently sponsored a cooperative ad to help farmers schedule shopping visits to town. The ad, reproduced above, advises the merchants' "Farm Friends" of store hours so that they may arrange their visits to town accordingly. Hardware firms cooperating with this plan are the Drolinger Hardware, Douglas Marshall-Wells Store and Coast-to-Coast Hardware.

October Vacuum Cleaner Sales Break All Industry Records

THREE all-time records reached this year in monthly sales of standard-size vacuum cleaners were smashed in October, when the industry broke through to an all-time high of 359,040 units, sending the year's total to 34.5 per cent above the sales in all 1946, according to figures announced recently by C. G. Frantz, secretary-treasurer of the Vacuum Cleaner Manufacturers' Association, 141 West Jackson Blvd., Chicago, Ill.

October sales were an increase of 9.3 per cent over 328,630 in September and 39 per cent above 259,153 sold in October, 1946. They topped the previous high, 330,426 in April, by 8.6 per cent. Sales for the 10 months aggregate 3,079,332, compared to 2,289,441 in the whole of 1946.

October sales were greater than the total for any two months in the industry's entire pre-war history.

CHROMTRIM

"Trim-it-Yourself"

METAL MOULDINGS

ORDER A
CHROMTRIM
SILENT SALESMAN
for Your Store NOW!

THESE 8 CHROMTRIM SHAPES MEET EVERY HOME TRIM NEED

Over 10,000 dealers can't be wrong—and they're saying that Chromtrim's "Trim-it-Yourself" floor merchandiser is one of the biggest moneymakers they've ever had in their stores!

Compact, elliptically-shaped — covering only 24" x 16" of floor space — its four full-color illustrations show Chromtrim's many uses. The eye catching appeal of the Chromtrim girl will create extra sales and extra store traffic almost the moment it's installed in your store.

Homemakers from coast-to-coast are getting the Chromtrim habit. Through Chromtrim's powerful advertising and promotion campaign, they've found that modernizing and remodeling is easy and economical too when they do it themselves the Chromtrim way.

Dealers prove there's quicker turnover and easier profit in selling Chromtrim metal mouldings.



Here's the
CHROMTRIM
8/60 DEAL
only \$55.80

Ten 6 ft. lengths each of 8 different Chromtrim metal mouldings—ready wrapped for quicker purchasing. PLUS:

1. The Chromtrim "Silent Salesman" 8 tube stock dispensing unit.
2. Eight metal snap-on holders with retail price tags.
3. Metal dispensing tray and supply of nails.
4. Supply of 100 consumer instruction folders.
5. Free copy of Chromtrim's "Trim Ideas" and remodeling projects.
6. Three-color counter display card, 11" x 14".
7. Full-color life size window display of the "Chromtrim girl."

R. D. WERNER COMPANY, INC.
295 Fifth Avenue, New York City 16, N. Y.

Please rush full information on Chromtrim "Trim-it-Yourself" special 8/60 merchandise deal, including Dealer Mat Service data and your free copy of "Trim Ideas". I understand there's absolutely no obligation on my part.

NAME _____

FIRM _____

ADDRESS _____

CITY _____

STATE _____

Dept. HA-1

R. D. WERNER CO., INC.
295 Fifth Avenue, New York 16, N. Y.

In Canada: R. D. WERNER COMPANY, Ltd. • PORT DALHOUSIE, ONTARIO, CANADA

GENERAL HARDWARE -- APPLIANCES -- PAINTS -- BUILDERS HARDWARE

TOOLS -- HOUSEWARE -- CATALOGS -- SPORTING GOODS --

TOYS -- GIFTS -- WHEEL GOODS -- SHELF HARDWARE

DISPLAY AIDS -- SPECIALTIES -- FARM

PLUMBING AND HEATING SUPPLIES

ELECTRICAL GOODS

POWER TOOLS

CORDAGE

WHAT'S NEW

CUTLERY

-- HAND AND

-SALES LITERATURE

COOKING AND HEATING STOVES

in HARDWARE

HARDWARE -- LAWN AND GARDEN SUPPLIES -- ABRASIVE PRODUCTS

Pressure-Quick Demonstrator

General Mills, Inc., 400 Second Ave., S., Minneapolis 1, Minn., is distributing a miniature sales demonstration

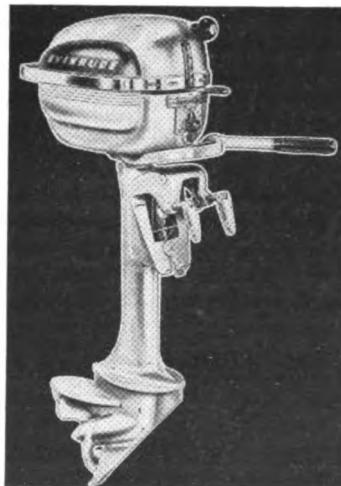


kit that will make each sales clerk a demonstrator of the Pressure-Quick Saucenpan. Kit is pocket size and emphasizes the safety and operating feature of the Pressure Quick, the bimetal cover. Cover automatically vents air when cooking begins and seals itself. Demonstrator consists of a palm-sized saucenpan about 2½ in. overall. When a lighted candle or match is applied beneath it, the cover automatically snaps down into place with a sharp click.

Evinrude Weedless Sportwin

Evinrude Motors, Milwaukee 9, Wis., is introducing a new model "Sportwin". Motor is an advanced design of twin cylinder, alternate firing type incorporating a new development in carburetion that provides extreme flexibility and smoothness at every speed, says the maker. Motor develops 3.3

OBC brake horsepower at 4000 RPM. Fore and aft carrying handles are generously proportioned grips that make the motor easy to swing from dock to boat, secure to the transom and steer in reverse. Transom Trigger provides flick of the finger adjustment to correct vertical driving position. There is no fuel vent or shut off to open and close as the carburetor adjustment lever performs these tasks automatically. Motor also features a new type fuel filler closure that simplifies fueling. Filler cap is lever locked and claimed to be leak proof. Weedless Drive is said to deliver efficient performance in the thickest reeds and water growths but



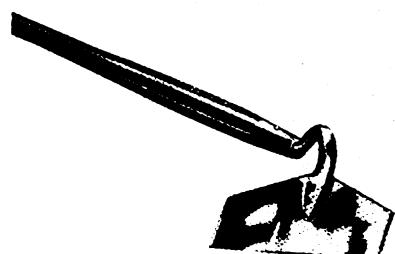
that in foul water it can be driven unharmed over deadheads, stumps, rocks and shoals.

Cutlery Pamphlet

Lamson & Goodnow Mfg. Co., Shelburne Falls, Mass., has prepared a leaflet describing 12 of its cutlery sets including specifications, suggested retail prices and illustrations.

Garden Hoes

The Union Fork & Hoe Co., Columbus 8, Ohio, is offering two new hoes in its line of Speedline blue-



handled garden tools. "Earless" hoe works closer under plants without striking foliage, says maker. It is sharp on three sides and set to meet the soil at an angle better suited for modern shallow cultivation. Blade size is 7 by 3½ in., weight 27 lbs. per doz. Suggested to retail at \$1.40. "Soil-Knife" hoe for close weeding and crowded plant beds has all edges and points of its 3¾ by 3⅓ in. blade sharpened, and a 10 in. curved shank for reaching around and over plants. Also plows seed furrows. Weighs 17 lbs. per doz. Suggested to retail at \$1.40.

Fishing Rod Carrying Case

An all-plastic transparent fishing rod carrying case, called the "Bluestreak" carrying case, is said to be strong enough to withstand the roughest usage. It is also claimed to be waterproof, thus preventing the fishing rod from rusting, and light enough to float, eliminating the danger of losing fishing rods. *Associated Plastic Companies, Inc.*, 201 N. Wells Street, Chicago, the complete carrying case retails at \$2.95, with the usual dealer discounts.



Noma Jingle Blocks

Noma Electric Corp., 55 West 13th St., New York City 11, offers plastic jingle blocks each one of which is colorfully illustrated with both letters and pictures. Child identifies the letters with the pictures and soon learns the alphabet. Blocks are hollow and each contains a jingle ball. Large printed sheet on which appears both letters and pictures is included with each set. Blocks are 1½ in. printed with colors said to be harmless. Standard package contains 24 sets, weight 24 lbs. Suggested to retail for \$2. a set.

Ball Bearing Shears

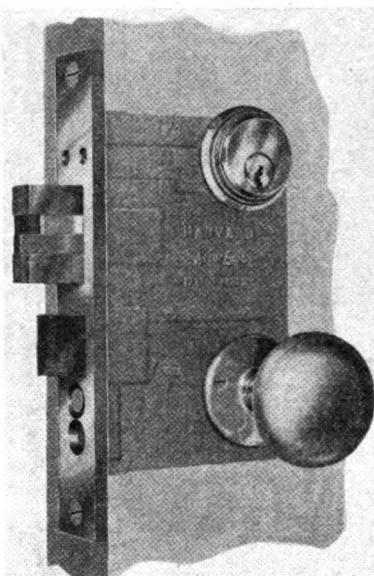
General Distributing Co., Inc., 3608 Grand Central Terminal Bldg., New York City, is introducing chrome



plated, forged steel, ball bearing shears. "Magikut" shears weigh 4 oz. and are precision made throughout. The current model is a 7 in. household shear and is suggested to retail about \$3.50. The company will soon offer an 8 in. dressmaker shear and a 6 in. sewing scissor. "Magikut" is mounted on a black display card with white lettering. They are packed 12 to a box, 6 and 12 doz. to a shipping carton. Gross shipping weight of 6 doz. is 19 lbs. and 12 doz. is 40 lbs.

Harvard 'SecurLock'

Model A00693 Harvard SecurLock features the Secur-Locking bolt with a full 1 in. throw. Bolts, fronts and hubs are made of heavy forged brass said to assure lasting protection. Interior mechanism, machined to precision standards has been constructed to take advantage of all advances in engineering design. Lock is available with cast



brass trim in several designs. Set No. 202A00693 is shown. The lock is master keyed and said to be jimmy proof. Packed one set to a box. *Harvard Lock Co.*, Reading, Pa.

'Kidette' Phonograph

Universal Mart Associates Corp., 15 Moore St., New York City 4, is offering a variety of children's electric-amplifier table model and console phonographs. Each unit is equipped with an amplifier, high gain crystal pickup, 5 in. Alnico V speaker motor and turntable to enable the playing of both 10 and 12 in. records. Deluxe model includes a microphone that can be externally connected to the amplifier and can be used in the same manner as broadcasting. Cabinets are made of tempered pressed



masonite and kiln dried white pine. An assortment of colors is available. Table model 147 shown, is equipped with a 2-tube amplifier. Suggested retail selling price is \$19.95.

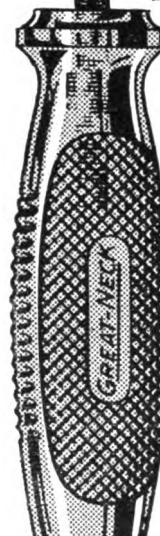


Advanced Design
aims for
popularity unlimited!

GREAT NECK features a revolutionary maximum-grip screw driver that will go over BIG. Let your experience check these qualities: Guaranteed eye-appeal in the richly colored unbreakable plastic handle (non-explosive, non-absorbent to grease or oils). Entire blade is of hardened and oil tempered quality alloy tool steel, highly mirror-polished. Bit is precision-ground to exact size. Blade is deeply embedded and twistproof. Here's a beautiful engineered tool to show off on your counters!

PACKED 1 DOZ. PER BOX

"Quality in every tool"

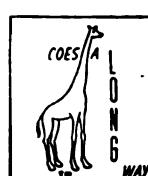


No.	Blade Length	Blade Dia.	Wt. Per Doz.
G47	4"	1/4"	2 lbs.
G57	5"	1/4"	2 1/2 lbs.
G67	6"	5/16"	3 3/4 lbs.
G87	8"	5/16"	5 1/2 lbs.
G107	10"	5/16"	6 1/2 lbs.
G48	4"	1/4"	2 1/2 lbs.
G68	6"	5/16"	4 lbs.
G88	8"	5/16"	6 lbs.

*G-48, G-68, G-88
are square blades.

SEE YOUR JOBBER

Nationally Advertised Products



GREAT NECK SAW
MFRS., INC.
Mineola, N.Y.

National

*Always
dependable!*

No finer tribute could be our reward for an earnest endeavor to build a worthy product.

The wide endorsement National Builders' Hardware has received from architects, contractors and builders everywhere is a safe buying guide for those who appreciate the importance of selecting hardware that delivers long, dependable service.

Designed right and built right to withstand hard use in every climate, this hardware is well worthy of recognition. Specify National!



The complete line embraces practically every requirement for builders hardware.

NATIONAL MANUFACTURING
• COMPANY •
STERLING • • ILLINOIS



Here's the one that WON'T SHRINK

This modern plastic in powder form makes lasting repairs in tile, wood or plaster. Pays dealers a bigger profit. SELLS BETTER because it WORKS BETTER.



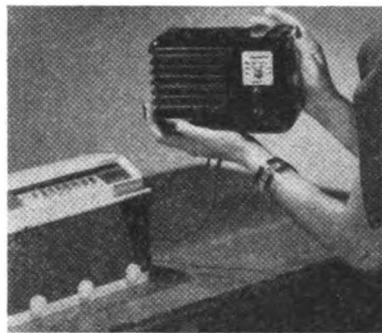
Most dealers report: "Our sales of Durham's Rock-Hard Water Putty keep doubling, year after year." What's more, Durham's Rock-Hard Water Putty gives you by far the best profit-margin on any product of this nature. Use it yourself, and you'll quickly see why it sells so fast, and repeats so regularly. Many patching materials may shrink, fall out or chip off. Durham's Rock-Hard Water Putty does not shrink. Absolutely not. It sticks and stays put. You can saw or chisel it, paint or polish it to a velvet smooth finish. Easy to use. Keeps indefinitely. So economical. Just mix with water as needed. • Packed twelve 1-lb. cans or four 4-lb. cans to case. Keep some of each on display. Available in 25, 50, 100-lb. drums for industrial users.

The PLASTIC Repair Material
in POWDER Form

WHAT'S NEW

Meck FM Converter

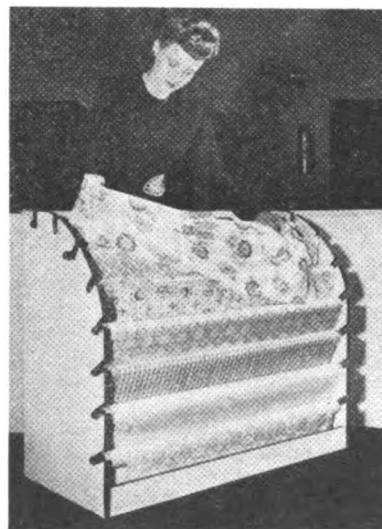
Meck Industries, Plymouth, Ind., is offering a converter which, attached to an ordinary radio receiver, makes



it possible for the listener to hear frequency modulation programs. Suggested to retail for \$19.95, it can be attached by any radio serviceman. Unit uses a regenerative circuit and a special tube adapted from radar equipment. Converter, using the regular amplifying facilities of the AM broadcast receiver for volume, measures 9½ by 7 in., and is housed in an attractive plastic case. Packaged individually, it weighs 3 lbs. 6 ozs.

Velon Film

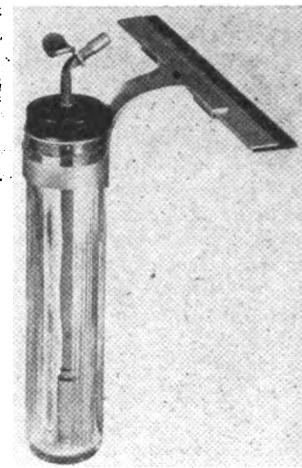
Firestone Plastics Co., Akron, Ohio, is introducing colorful Velon film printed in a wide variety of shades and designs for table coverings, appliance covers, aprons, fan covers, food dish covers, garment bags, golf club covers, hat linings, mattress covers, etc. Velon film is claimed to be durable, color fast and stain-proof. Can be easily cleaned with a damp cloth. Also is said to be non-inflammable and fungus and mildew proof. Velon is non-



absorbent, and can be made in a wide range of colors and thicknesses that are fade resistant and will not crack or bleed, says maker.

Mity Mist, Window Cleaner

"Mity Mist" is a handy window cleaner which uses only water. Special suregrip bottle design prevents slipping. All parts are rust and corrosion resistant. Permits one hand operation.



Light in weight, it is suggested to retail for 98 cents. Individually packed 24 units to a carton. Does away with chapped and dirty hands.

'Cycle-Caps'

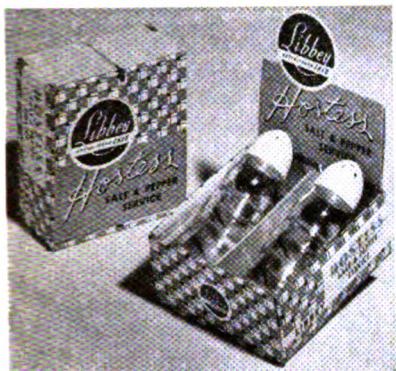
M. R. Rose's House of Creations, P. O. Box 1380 837 N. La Cienega Blvd., Beverly Hills, Cal., offers personalized



Cycle Caps. A set of four caps, two for each wheel with white decal initials comprises the set. Caps are about four in. in diameter and are made of durable pressed steel in red or blue. Caps are held in place with clips. Packed 36 sets to a carton, shipping weight about 20 lbs. Set is suggested to retail for \$1.49.

Libbey Salt & Pepper Set

Libbey Glass Co., Toledo, Ohio, is offering a pre-packaged hostess salt and pepper service. Lid of the box folds



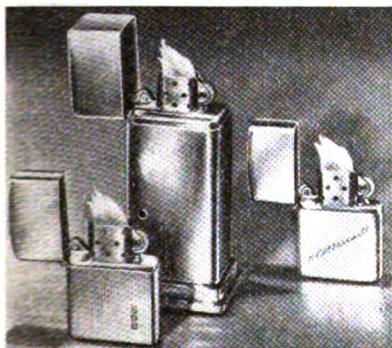
back to display the set and the company's trademark signature. Each glass shaker is decorated with two red bands and the cap is made from white plastic. Set is suggested to retail for 15 cents.

Kitchen Shelf Clock

General Electric Co., Bridgeport 2, Conn., is offering a small kitchen shelf clock for timing household duties for periods up to 30 minutes. Known as the "Little Chef", the timer is set by a simple, pull-out knob on the right side of the dial. White plastic case is $3\frac{3}{4}$ in. high, 4 in. wide and $2\frac{1}{2}$ in. deep. Numerals are white on a blue face and the alarm sethand is red. Suggested to retail for \$5.95 plus tax.

Zippo Adds Three Models

Zippo Mfg. Co., Bradford, Pa., is adding three lighters to its line. The same unconditional guarantee, backed by a free repair service is incorporated in the three models. Model 10, all purpose de luxe table lighter has a convenient streamlined control, easy to grip. Can be used on the cocktail table, business-man's desk or in the patio. Lighter has a large fuel capacity. Suggested to retail for \$10, the unit has a highly polished finish. Model 350 engine turned Zippo has a polished chrome case and is suggested to retail for \$4, with initials, \$5. Model 250, high polish chrome lighter. Suggested to retail for \$3.50, with initials or insignia, \$4.50.



Superb Values

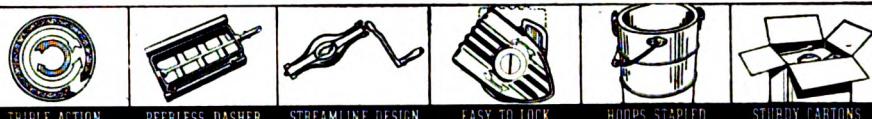


PROVIDE
LASTING SATISFACTION
FOR THE
DEALER WHO SELLS
AND THE
CONSUMER WHO BUYS

Through constant re-designing, Peerless Freezers continue to hold first place in modern, artistic appearance; in quality; and in ease of operation.

HOUSEHOLD SIZES: 2 TO 10 QTS.
HOTEL SIZES: 12 TO 20 QTS.

THE SIX BIG FEATURES FOUND ONLY IN PEERLESS



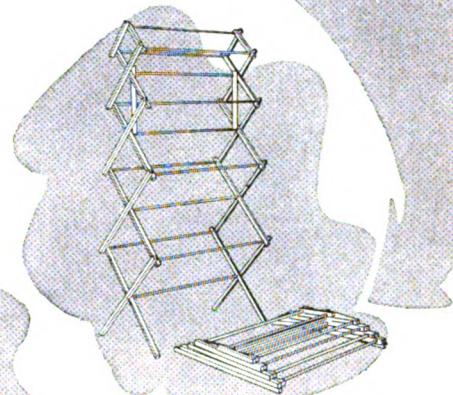
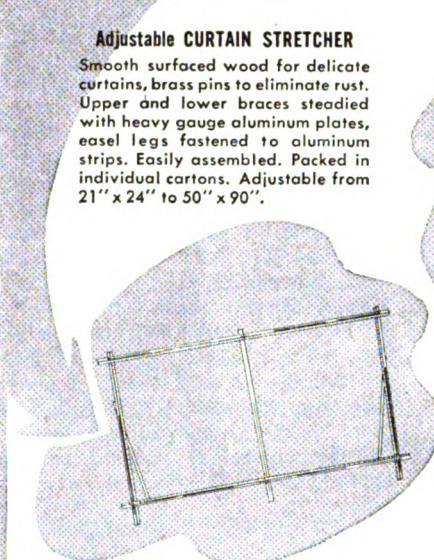
ASK YOUR JOBBER
THE PEERLESS FREEZER CO. WINCHENDON, MASS.

2 FAST MOVING ITEMS

For Furniture, Hardware
and Department Stores

Adjustable CURTAIN STRETCHER

Smooth surfaced wood for delicate curtains, brass pins to eliminate rust. Upper and lower braces steamed with heavy gauge aluminum plates, easel legs fastened to aluminum strips. Easily assembled. Packed in individual cartons. Adjustable from 21" x 24" to 50" x 90".



Folding CLOTHES DRYER

Well constructed of strong, durable wood, smoothly sanded, folds neatly for storing... When opened 31" wide and 64" high. Collapsed, 31" wide and 5" high.

30 FEET OF DRYING SPACE

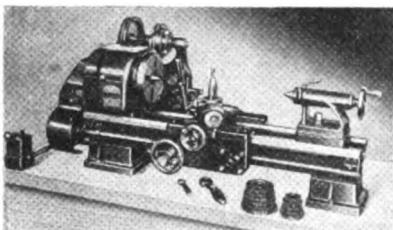
Jobbers and Dealers
write

PIKE MANUFACTURING CO., Inc.
TALLADEGA • ALABAMA

Attention Manufacturers Agents contact:
Hardware and Furniture jobbing trade!
Territories now open for sales representation.

Logan Lathe

Logan Engineering Co., 4901 W. Lawrence Ave., Chicago 30, Ill., is offering a nine in. lathe, with a nine in. swing and 18 in. between centers. Its compact size is well adapted to home work shops. It has a ball-bearing spindle mounting inherently well adapt-



ed to high-speed operation. The two V-ways and two flat ways of the bed are precision ground to within .005 in. of parallelism. Massive construction is said to insure steadiness on heavy cuts and durability. Self-lubricating bronze bearings protect vital wear points.

Switch Plate Deal

Gits Molding Corp., 4600 West Huron St., Chicago 44, Ill., has composed an assortment including those molded electric switch plates and wall shields that would accommodate most customer preferences and demands. Colors and styles are included to harmonize with most any wall or wallpaper. Luminous plates that glow in the dark are added also. Display card 22 in. wide by 27½ in. high, printed in four colors



with double wing easel suitable for counter or window use, carries actual samples of the various types. Whole deal, No. 52, is packed in one carton.

E-Z-Do Catalog

E-Z-Do Decorative Cabinets Corp., 261 Fifth Ave., New York City 16, has published its wardrobe, chest and closet accessory catalog. In loose leaf form, the catalog pages can be taken out. Includes descriptions, illustrations, and specifications. Catalog introduces

WHAT'S NEW

the line of occasional furniture, namely the maple chests of drawers and neo-classic credenza and record cabinets, which the company has added. Dealers are offered decals of the E-Z-Do trademark printed in gold and crimson for use in window glass or department.

Tank Kleen Formula

Celco Corp., 110 East 42nd St., New York City 17, is offering Celco Tank Kleen Formula 101, a new type of liquid fuel system cleaner designed to dissolve and eliminate formations of



gums, tars and other binders. It works by reforming all soluble hydrocarbon binders into a liquid which burns with the fuel, while rendering free all insolubles into a colloidal suspension. Said to function equally as well with oil, gasoline, kerosene or fuel oil systems. Can be used on parts of cars, planes, air compressors, buses, boats, blow-torches, camp stoves, diesel engines, fuel tanks, etc. Maker states it is harmless to metal.

Home Fluorescent Fixture

Markstone Mfg. Co., 1901-59 N. Springfield Ave., Chicago 47, Ill., is introducing the Waldorf, plastic shielded, fully enclosed, three-lamp fluorescent ceiling fixture. Shield prevents accumulation of dirt and insects. Plastiglo shield said to be made of indestructible plastic, has ribbed surface with multiple light radiating areas claimed to provide 85 percent light efficiency. Shield is made with or without decorative pattern. Reflector eliminates ceiling shadow. Choice of five plated, iridescent trim colors, red, blue, gold, rose, and chrome. Available for use with 14, 15 and 20 watt lamps. Can be attached to standard ceiling light holder with four or six in. adapter.



Cleveland Auto-Grip Wrench

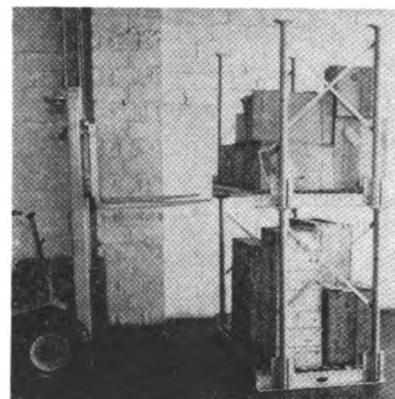
Cleveland Wrench Co., 1836 Euclid Ave., Cleveland, Ohio, is making a combination pipe and nut wrench which



fits, grips and ratchets automatically on various sizes of nuts or pipe, contacting the work from three sides, which is said to eliminate danger of slipping and injuring the work or user. Has two major parts with no springs, screws or other manual adjustments. All parts are drop forged from Chrome Vanadium steel especially heat treated. Available in two sizes, six and 10 in. Six in. model has 5/16 to 11/16 in. capacity; weighs 2 1/2 lbs. per doz.; 5/8 to 7/8 in. capacity takes pipe; packed 36 and 72 per case; suggested to retail for \$1.50. 10 in. model has 5/16 to 1 in. capacity; weighs 9 lbs. per doz.; packed 26 and 72 to case; 5/8 to 7/8 in. capacity takes pipe; and is suggested to retail for \$2.50.

Stacking Pallet

Tobey International Co., 7005 S. Western Ave., Los Angeles, Cal., is introducing Stak-Rak which is basically an aluminum pallet with four tubular columns at the outside corners for sup-



porting tiered loads. Columns fold down to the top surface of the pallet, facilitating handling and storage when not in use. Unit makes possible the palletizing and stacking of loads which are crushable or subject to flotation. Unit is fabricated of structural aluminum alloy and the dimensional load is 48 by 36 by 4 in. Other sizes can be made available. Load capacity is 3000 lbs. per unit. Stak-Rak weighs 53 lbs. empty.



TO BE *Sure*

Mississippi River pilots know their river as well as they know the palms of their own hands. Its currents and the contours of its bottom are thoroughly familiar to them—both from experience and from constantly corrected charts. But as a down-to-the-minute extra precaution pilots still depend on their soundings . . . to be sure.

For absolute assurance of quality, buyers of chain have learned to depend on the Hodell name that for 60 years has proven itself in homes, on farms and in industry. Welded or weldless, with or without attachments, the 157 Hodell varieties are made to fill every chain need. That's why buyers who insist on good chain know that it pays to specify Hodell . . . to be *sure*.



JACK • SASH • SAFETY • LADDER • PUMP • LIBERTY MACHINE • PROOF COIL • STEEL LOADING
LIBERTY COIL • PASSING LINK • BULLDOG • SAMSON • FLAT LINK • REGISTER • DREDGE

ESTABLISHED 1886

THE HODELL CHAIN CO.
CLEVELAND 3, OHIO

Electromaster Ranges

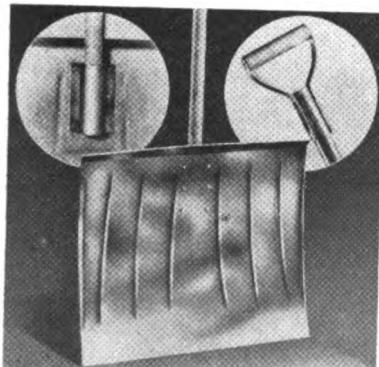
Electromaster, Inc., Mount Clemens, Mich., offers a new line of Electromaster ranges featuring new appearance, faster cooking, automatic controls and the "Oven Eye." Models include: Banquet Superb, Banquet Royale and Banquet Special. Massive styling emphasizes the 40 in. width, while the 26 in. depth and 52 in. height make



it full size with all space utilized for cooking. Has a double box type frame of steel and is finished in white porcelain enamel. Pyrex Aircell "Oven Eye" enables one to check baking and roasting progress without opening door. Hermetically sealed twin lens of heat resistant Pyrex Glass Oven Broiler unit itself has been increased to 3,000 watts. Control panel has a 3-way selector switch which, when used with the clock enables the user to time her cooking to stop watch precision, says maker. Warming oven has 200 watt heating unit. Vita-Miser deep well cooker has 1200 watt heat unit and can be used for deep fat frying also. Range has 8 in. 2100 watt surface unit and two 6 in. 1250 watt surface units featuring the Speedomaster monotube. E Z to C signal lights are provided for surface units, oven and warmer drawers.

Low-Cost Shovel

Weighs three pounds and is made so as to eliminate separation of the blade from the handle. Blade, maker states, has a tensile strength of 41,000 psi.

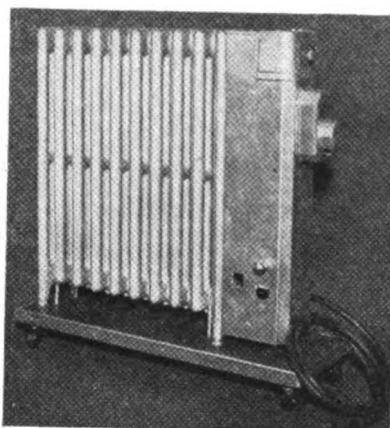


WHAT'S NEW

and is made of non-rusting, wrought aluminum alloy, 18 by 14 in. in area. Ribbed for added strength. Natural silver-colored finish. Thirty-eight inch handle is of Oregon structural fir, lacquered and fastened to a large D grip, large enough for gloved or mitten hand. *Aluminum Shovel Co.*, 160 No. LaSalle St., Chicago 1, Ill.

Steam-Electric Roller-Radiator

Terminal Hardware, 411 Linden Ave., Wilmette, Ill., is offering an automatic steam-electric roller-radiator for use wherever additional or seasonal heat is required. Plug into any electric outlet, snap on switch. Heavy duty Mercoid pressure control automatically operates between proper pressure setting; cutting on and off until desired room temperature is reached—the degree at which the thermostat is set, says the maker. Red



pilot light indicates when the radiator is in operation. Merely requires a qt. of water about every three months. Mounted on full-swivel oversize casters making it portable. Overall dimensions are 24 by 24 by 8 in.

The Story of Uni-Tex'

Elliott Paint & Varnish Co., 4525 Fifth Ave., Chicago 24, Ill., has completed a dealer service titled, "The Story of Uni-Tex" which covers most every phase of retail paint store merchandising, day in and day out problems encountered by merchants and executives. It has the "Know-How" to help make it easier for customers to buy paint and to simplify selling for the merchants according to Elliott. Dealer service also contains the research results of the company and successful ideas presented by experts in paint merchandising and display. Copy may be obtained without charge.

Las-stik Polishing Cloth

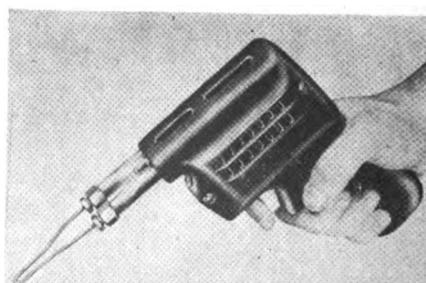
Las-stik Mfg. Co., Hamilton, Ohio, is offering a wax-treated polishing cloth designed to pick up dust, dirt



and road grime from the car. Of fine flannel, the impregnated cloth will not streak or injure any finish, says maker. Packed in an attractive metal container which will fit into the glove compartment. Furniture polishing cloth, with less impregnation, is a companion product. Suggested to retail for 50 cents.

Spotlite Soldering Gun

Weller Mfg. Co., 813 Packer St., Easton, Pa., is making a soldering gun with a "spotlite tip" that always keeps the work in plain sight. Spotlight goes on automatically when the current is switched on. Placed between the terminals of the loop tip, the light is beamed so the tip of the gun is in the spotlight enabling the user to locate the connection easily in dark corners. Features pistol grip handle, trigger switch, long loop tip and five second heat. Latter makes the gun ideal for intermittent duty. Operates on AC only, 100 watts, 110 volts, 60 cycles. Two models available—single heat of 100 watts, and dual heat control with 100 watts normal heat and 135 watts for intermittent duty.

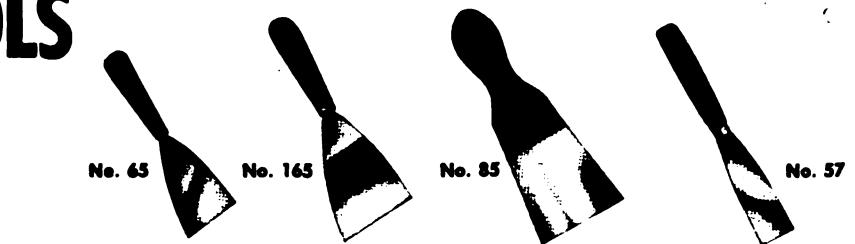


QUALITY TOOLS

by

DUBL-A

Mason's and Painter's Tools—for the artisan or handy man. Designed for long life—Styled for ready use—Priced for quick sale.

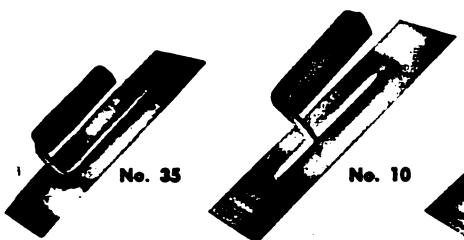


PAINT SCRAPERS

Choice of several styles—all expertly made of high quality materials. Complete specifications on request.

PUTTY KNIFE

Polished and tempered blade of high quality carbon steel.



PLASTERING TROWELS

Serviceable trowels for the apprentice or general repair man. Carefully made from the best of materials. Full specifications gladly furnished on request.



POINTING TROWEL

Popularly priced trowels in several sizes and types. Built to last from high grade steel with fully polished blades. Write for detailed specifications.

BRICK TROWELS

CANADIAN AGENT: 15 WELLWOOD AVE., TORONTO, ONTARIO



THE ATLAS-ANSONIA COMPANY

8 STILES LANE, NORTH HAVEN, CONN., U.S.A.

An illustration of a man in a suit holding a large, ornate key blank. The key blank has "GRAHAM" and "STYLING CO." engraved on it. The background features the words "THE NAME TO REMEMBER IN KEY BLANKS".

**THE NAME TO REMEMBER
IN
KEY BLANKS**

*Known since 1865
for
"KEY BLANKS THAT FIT"*

We are now completely equipped for the prompt handling of Key Blanks for all cylinder locks. Consolidate your purchases. Save bookkeeping and handling costs by buying all your key blanks from one source. Specify GRAHAM Key Blanks—for prompt service and for quality.

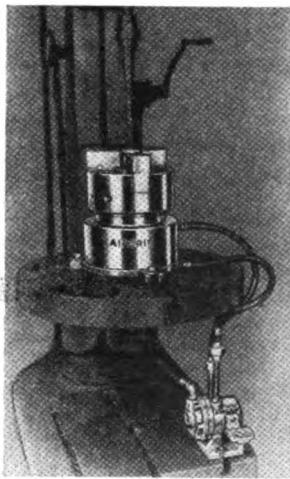
If your jobber does not carry them,
write direct to us.

We also manufacture a line of Locksmiths' Supplies and Luggage Hardware.

THE GRAHAM MANUFACTURING CO. - Derby, Conn.

Drill Press Chuck, Cylinder

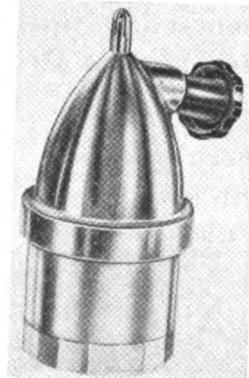
"Airgrip" drill press chuck and cylinder combination with "Airgrip" foot control air valve has been introduced by Anker-Holth Mfg. Co., 2723 Con-



ner St., Dept. 24, Port Huron, Mich. Unit consists of the standard "Airgrip" chuck mounted directly to a non-rotating cylinder having a mounting base suitable for drill press or similar tablea. Chuck and cylinder combinations can be furnished with either solid or hollow centers, the open center permits the work piece when released to drop through the unit. Drill press chucks have a double-gripping action, powerful air-grip locking and holding either externally or internally, says maker. Units can be used on assembly benches, milling machines and special tapping machines. Use of the foot control valve is recommended as it is said to afford greater savings and results in additional production economies. Valve automatically locks into position when the operator applies the initial pressure.

'Cream King' Whipper

Kidde Mfg. Co., Inc., Bloomfield, N. J., is offering the Cream King Whipper which is said to make a pint and a half of whipped cream from a half-pint bottle of light or heavy dairy cream. Fill the machine with cream, insert a charger of whipping gas and shake the bottle. Unit keeps



WHAT'S NEW

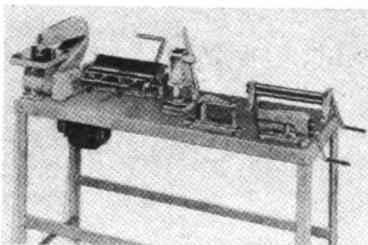
the cream on tap in the refrigerator when needed. Cream King Whipper with five chargers is suggested to retail for \$9. Extra Whippers Junior Chargers cost 75 cents per box of five.

Liquid Plastic

Lockrey Plastic Products Co., 40-16 150th St., Flushing, N. Y., is offering a 100% phenolic resin coating material that is cured without heat or pressure. Material called Phenoplast, can be brushed or sprayed on practically any surface and sets within a few hours to form an insoluble, infusible coating of high-gloss transparent phenolic resin, waterproof, fireproof, solvent proof and chemical proof, says maker. Can be put on floors or furniture that never needs waxing or cleaning, except to wipe with a damp cloth, on hull, deck or superstructure of boats. Novelty makers may use to provide a ceramic like finish to castings or carvings of plaster-of-paris, and auto owners can permanentize their new paint jobs.

Sheet Metal Working Shop

Berkroy Products, Inc., Oakland, Cal., is offering a completely equipped sheet metal working shop mounted on a heavy gage steel stand about 6 ft.



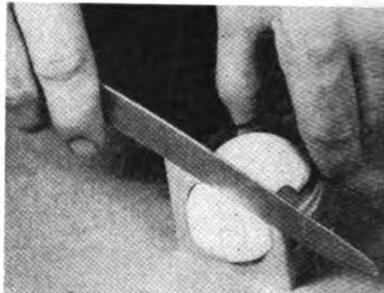
in length. Each tool will process up to 20 gage sheet steel. Heavier gages of aluminum, zinc, pewter, copper, plastics and other softer materials can be worked. Unit includes five tools, Nibbler, 12 in. slip tool, hand punch, 12 in. brake and shear. Suggested to retail at \$217.50, each of the tools is available for individual purchase. Berkroy unit is claimed to be well adapted to use in school shops, industrial schools and home workshops.

Built-In Motors

The Louis Allis Co., Milwaukee 7, Wis., has issued bulletin 516-D describing the line of type "CT" rolled shell, shaftless squirrel cage induction motors for built-in drives with details of electrical and mechanical features, mounting, ventilation and applications.

Egg Holder

Moore Push-Pin Co., Philadelphia Pa., is making the Humpty-Dumpty Egg Holder for use when opening soft boiled eggs to eliminate burned fingers, broken pieces of shell and runny yolks.



Unit consists of a rust-proof 2 in. square metal frame with a circular hole, 1½ in. in diameter. Attached to the frame is a pliable heat resisting plastic loop. Small end of the egg is pressed against the opposite end to hold the egg firmly in place and the protruding end is neatly sliced off with a knife. Packed 3 doz. to a carton, individually mounted on combination display and instruction card suggested to retail for 25 cents.

H & A Jointer

Hester & Anderson, 638 W. Kirkwood St., Fairfield, Iowa, offers a key tool for millworkers, cabinet makers, lumber yards, pattern shops, hobbyists and craftsmen. H & A 6 in. jointer has a tilting fence which makes it adaptable for every kind of edging and surfacing operation, straight or angular, including rabbeting, relieving and chamfering according to the maker. Steel cutter head cuts up to 6 in. wide and 5/16 in. deep and operates at 6000 r.p.m. H & A Jointer, except for its steel cutter head is made of cast iron for maximum strength and rigidity.



THE
Canvas Kid
...SYMBOL OF SERVICE
IN CANVAS

You and your customers may be sure that any product bearing the Canvas Kid trade mark is an outstanding value. It means ...the highest standard of quality and workmanship.

Canvas Kid Products
INCLUDE:
AWNINGS
GRASS CATCHERS
TARPAULINS
LAUNDRY BASKETS
TENTS

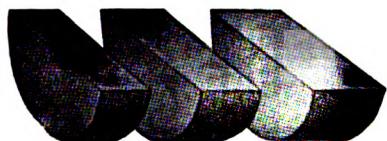
Canvas *Products Co.*
THE HOME OF THE CANVAS KID

1240 SOUTH SEVENTH STREET, ST. LOUIS 4, MO.

ORDER FROM
YOUR JOBBER
TODAY

STEEL
Stanko
PRODUCTS

PACKED FOR THE JOBBING TRADE
WOODRUFF KEYS



MACHINE KEYS

ALL TYPES

COTTER PINS



TAPER PINS • STRAIGHT PINS
COMPLETE LINE "STANHO" ASSORTMENTS

NEW STANDARD BRAND

HORSE SHOE NAILS

STANDARD HORSE NAIL CORP.
SINCE 1872
NEW BRIGHTON • PENNSYLVANIA

The Point is...
SALES COME BIG

with DeWitt

AMERICAN-MADE

FISH HOOKS

B

Makers of

Pyra-Shell
BAIT AND FLY BOXES



Your customers will buy fish hooks that stay sharp and hold their shape for a surer catch.

And they want their own favorite styles, sizes and finishes.

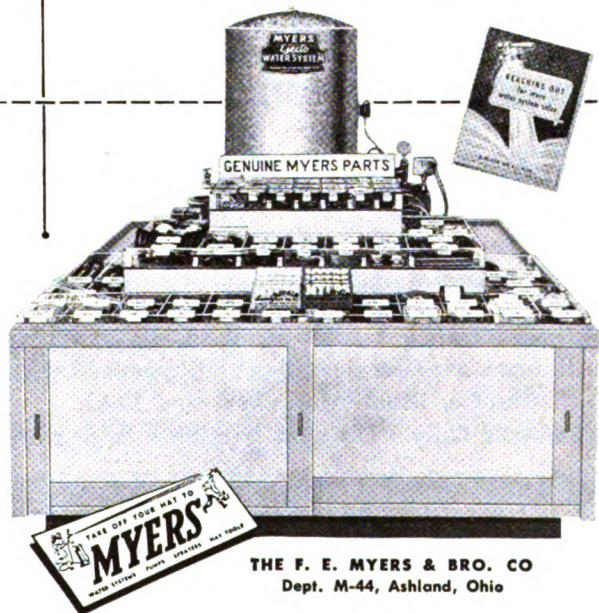
You can get that business with DeWitt American-Made Fish Hooks — the product of American manufacturing and heat-treating skill that means more and bigger sales for you. Stock up now.

Bill DeWitt Baits
211 Clark St., Auburn, N. Y.

**Write
For
Catalogs**

mister FIVE by FIVE

On this fertile display island, exactly 5 ft. square, many an extra profit will grow for Myers Dealers whose merchandising alertness keeps them abreast of today's opportunities. This fixture and dozens of other displays, signs, advertising and promotional aids are fully illustrated and described in the Myers Dealer Aid Catalog and Supplement. Study it carefully.



THE F. E. MYERS & BRO. CO
Dept. M-44, Ashland, Ohio

Cooking Spoon Holder

Century Products, 1822 Cortland Blvd., Jackson, Mich., is making a cooking spoon holder made of stainless steel, spring tempered with a bright finish. It will accommodate all



standard spoons and forks. Said to prevent spotted clothing, soiled stove, table and floor surfaces and burnt fingers. Spoon holder anchors the spoon firmly to the rim of the cooking vessel or bowl. Also said to be ideal for making jellies, preserves and general canning purposes. Spoon is suggested to retail for 10 cents. It is attached to a colorful display card, which illustrates its use.

WHAT'S NEW

Automatic Blanket

General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn., is offering an automatic blanket sized specifically for twin and single beds. Twin-bed blanket which is suggested to retail for \$37.95 is 66 in. wide, six in. less than double bed size. Small compact control maintains the same warmth throughout the night, despite rise or fall in the room temperature. With the addition of the twin-bed blanket, G. E. now offers a line of three automatic blankets, as the standard double-bed size is available in one-control and two-control models.

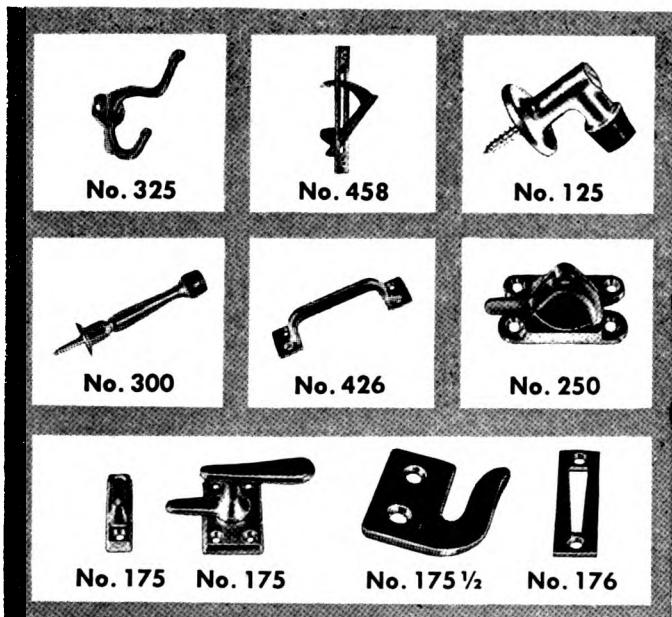


Lively Lad Weed Cutter

Lively Lad Mfg. Co., Ashland City, Tenn., is offering a tool for cutting weeds and grasses. Also said to easily cut grass and weeds around trees and sidewalks, trims hedges and lower



hanging branches of fruit and shade trees. Cleans flower gardens and scrapes small places in lawns and gardens. Packed 6 and 12 to a carton, weight when crated, 37 lbs. per doz. Blades are made of finest steel.



Non-corrosive • Stronger than cast iron

All items available in finishes of Brass, Nickel, Chrome, Bronze, Cadmium, and Black.

Wholesale Only • Catalog available to dealers

≡ FANARC MANUFACTURING CO. ≡
1115 West Whittier Boulevard
Whittier, California



Here's the line of tank heaters stockmen want. Thousands sold every year because this heater has everything necessary for efficient, trouble-free performance. This nationally advertised line of oil burning tank heaters is in big demand. Now is the time to cash in.

Efficient! Economical! Oil Burning! "A Favorite With Stockmen Everywhere"

Standard the country over! The favorite water tank heater for stockmen everywhere, because they provide the greatest possible heat radiation below the water line. All the heat is applied to the floor of the water tank—where it should be. All steel or cast iron construction. No bolts or packing. All connections are welded solid to the heater. Burns all kinds of fuel oil. Used also for brooder stove, hot dip tanks, space heater, feed cooker, etc.

Order Now! Cash in at the peak season! Write for descriptive literature and prices.

SIEBRING MFG. CO.
200 Main St., GEORGE, IOWA



SOUTHBINGHAM SCREWS

For Wood or Metal

Southington Wood Screws, Drive Screws and Sheet Metal Screws have upheld their quality since 1867. All standard sizes with various styles of heads in the most called for types. Send for screw catalog, also our catalog covering steel squares, tri-squares, bevels, etc.

PHILLIPS RECESSED HEAD SCREWS FOR WOOD AND SHEET METAL

Driver fits securely into tapered recess — will not slip out, or work to one side.



Supply the increasing demand for these modern, time-saving screws. All standard sizes.

THE SOUTHBINGHAM HDWE. MFG. CO.

Bkt. 1867 SOUTHBINGHAM, CONN. *1867*

IN OUR
4TH HALF-CENTURY

PEXTO

— SINCE 1785 —

Before many of the others had even begun, this really old reliable factory was supplying

TOOLS

which enabled your kind of business to enjoy a PROFIT!
AND WE'RE STILL GOING STRONG

"There's A Reason"

ASK OUR WHOLESALE DISTRIBUTORS



Better Than Putty

FIVE WAYS!

- 1 ARMSTRONG'S ELASTIC GLAZING COMPOUND NO. 33 will not dry out in the can nor crack or disintegrate when applied.
- 2 ARMSTRONG'S ELASTIC GLAZING COMPOUND NO. 33 acquires a quick, practical "set" but remains permanently elastic.
- 3 ARMSTRONG'S ELASTIC GLAZING COMPOUND NO. 33 can be painted immediately after application if desired.
- 4 ARMSTRONG'S ELASTIC GLAZING COMPOUND NO. 33 never goes rock hard, never chips, cracks nor loses its bond — absorbs all shocks of normal service, "gives" with expansion and contraction.
- 5 Made only by ARMSTRONG — available from your jobber. A fine over-the-counter item and perfect for your own glazing jobs. Get the facts today.

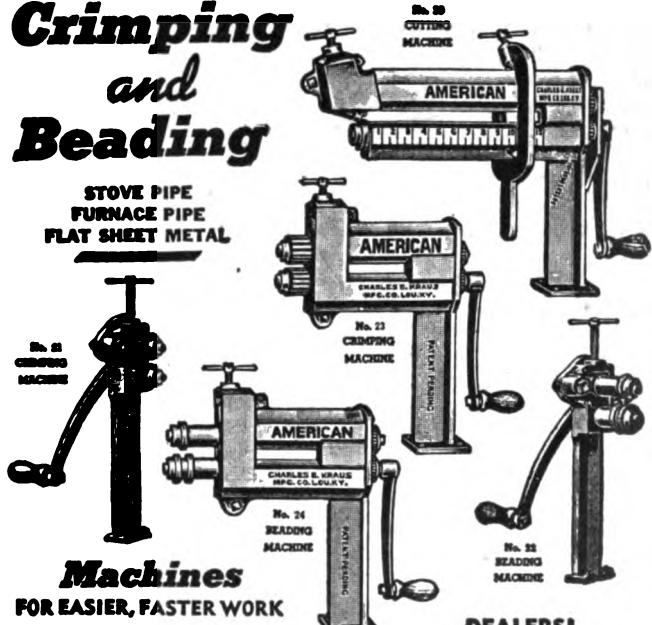
THE ARMSTRONG COMPANY

CHICAGO 9

DETROIT 17

DALLAS 1

Machines for Cutting, Crimping and Beading



Machines
FOR EASIER, FASTER WORK

Distributors—Sales Representatives
Write for protected territory

HEAVY DUTY BUILT FOR YEARS OF SERVICE

Manufactured and Sold By
CHARLES E. KRAUS MFG. CO.

122 S. 8th ST.

LOUISVILLE 2, KY.

DEALERS! Write

Read it in HARDWARE

NEWS OF



HARDWARE AGE FOR

Southern Convention Meets In Cincinnati, April 5-8

Headquarters at Netherland Plaza. Hotel reservations to be handled through Housing Bureau, for rooms at Netherland Plaza and cooperating hotels—Gibson, Sinton, Terrace Plaza, Metropole and Fountain Square. Advance registration plan used at Atlantic City to be used again.

The joint 1948 meeting of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association will be held in Cincinnati, Ohio, Monday, April 5th to 8th, inclusive, with headquarters and meetings at the Netherland Plaza Hotel. This joint meeting will mark the 94th semi-annual gathering of the manufacturers and the 57th annual session of the Southern association.

Hotel rooms for the convention will be assigned by the Housing Bureau, 910 Dixie Terminal Bldg., Cincinnati 2, Ohio, and not through the associations. Applications must be made on official forms available through the associations. A total of 1175 hotel rooms have been made available for the convention and not more than two bedrooms and parlor (where available) may be reserved by any one company at the headquarters hotel, Netherland Plaza Hotel. Other hotels cooperating are the Gibson, Sinton, Terrace Plaza, Metropole and Fountain Square.

Formal business sessions will begin on Monday evening, April 5, and the convention will adjourn at noon Thursday, April 8. The combination advance and "on the spot" registration plan used at the joint convention, last October, of the AHMA and the National Wholesale Hardware Association, will be used. Forms for filing of Advance Registration will be mailed to member companies in February, 1948, and the list of advance registrations will be distributed Monday morning, April 5 and supple-

ments on the following mornings.

Charles F. Rockwell, 342 Madison Ave., New York City, is secretary-treasurer of the American Hardware Manufacturers Association. T. W. McAllister, Orlando, Fla., is secretary of the Southern Wholesale Hardware Association.

J. H. NUFFER ELECTED PRES. VACUUM CLEANER MFR'S ASSOCIATION

Joseph H. Nuffer, president of the Air-Way Electric Appliance Corp., Toledo, Ohio, has recently been elected president of the Vacuum Cleaner Manufacturers' Association succeeding Bret C. Neece, vice-president, Landers, Frary & Clark, New Britain, Conn. Mr. Nuffer was succeeded as vice-president by George H. Scott, president of Scott & Fetzer, Cleveland. Others elected were: Walter K. Dietz, president, Electrolux Corp., New York City and



JOSEPH H. NUFFER

A. L. Atkinson, manager vacuum cleaner division, General Electric Co., Bridgeport, both to membership on the Association executive committee. C. G. Frantz, president, Apex Electric Mfg. Co., was reelected secretary-treasurer, beginning his 29th consecutive year in that office.

The association, holding its annual meeting in Cleveland, honored Thomas F. Kelly, since 1919 an executive of the Hoover Co., North Canton, Ohio, presenting him with an inscribed parchment tribute to his "many years of unselfish service and outstanding leadership."

CARBORUNDUM CO. MAKES APPOINTMENTS IN SALES ORGANIZATION

The Carborundum Co., Niagara Falls, N. Y., has announced the following appointments to its sales organization in order to make a closer and more effective contact between field sales activities and the sales management organization.

W. T. McCargo, formerly regional sales manager, is assistant director of sales in charge of operations in the Western Region with headquarters in Chicago. John S. Hawley, who held the position of manager of the commercial research department at Niagara Falls is now assistant director of sales in the Central Region with Cleveland headquarters. John G. Fritzinger, is assistant director of sales with jurisdiction over the Eastern Region with headquarters in Philadelphia. He previously served as district sales manager in Philadelphia. Succeeding Mr. Fritzinger is R. R. Huntington. Prior to his advancement Mr. Huntington was a member of the sales staff at Cleveland.

PENN. WHOLESALERS MEET IN N. Y. MARCH 11

The Pennsylvania Wholesale Hardware & Supply Association has announced that it will hold a meeting, Thursday night, March 11, 1948, at the Hotel Astor, Times Square, New York City.

PEASE APPOINTED STANLEY TOOL ASS'T. GENERAL MANAGER

Hoyt C. Pease has recently been appointed assistant general manager of Stanley Tools, New



HOYT C. PEASE

Britain, Conn., including all branch plants.

He became associated with the company in 1934 and has been associated with the main tool plant in New Britain since 1936. In 1937 Mr. Pease went to England for Stanley and spent two years at the Stanley Tool plant in Sheffield.

HY-PRO TOOL MAKES BOYDEN SALES MGR.

Walter M. Boyden has recently been appointed sales manager of the Hy-Pro Tool Co., New Bedford, Mass.

A. J. WILSON ELECTED PRESIDENT ILLINOIS MFR'S ASSOCIATION

Arnold J. Wilson, president of General Time Instruments Corp., has been elected president of the Illinois Manufacturers Association. Mr. Wilson, who has been president of General Time since Jan., 1944, has been a director of the Illinois Manufacturers Association for 10 years and was first vice-president in 1947.

AGE while it's NEWS

THE TRADE ★★★★★

JANUARY 1, 1948

P. A. Snyder Made Yale & Towne Specialty Div. General Sales Manager

Philip A. Snyder has recently been appointed general sales manager of the new Specialties

present duties as manager of the specialties sales for the Stamford Division and be responsible to the general sales manager of the Stamford division until the Specialties division plant is opened.

Mr. Snyder was named manager of specialty sales for the Stamford division in 1939. He had joined the company in 1923 as a missionary salesman of Yale door closers, working out of the Chicago office. Two years later he was appointed territorial representative in the Kansas City area. In 1938, he was appointed assistant manager of specialties sales for the entire Stamford division.

WELMAID PRODUCTS INC. ELECTS DIRECTORS

Welmaid Products, Inc., Chicago, Ill., has, in recognition of excellent sales performance elected Roy H. Judd, Arthur J. Bierwirth and Vic Erickson, Jr. to

its board of directors. Terry J. Callan is president and Vic Erickson, Sr., is vice-president and treasurer. James Callan is secretary of the company.

MILCOR STEEL CO. NOW INLAND STEEL PRODUCTS

The Milcor Steel Co., has recently changed its name to the Inland Steel Products Co., Milwaukee, Wis.

THROCKMORTON, NEW HEAD WAA REGION II

Alwyn A. Throckmorton has been named regional director of the War Assets Administration for Region II, comprising New York State, northern New Jersey and Fairfield County, Conn. Mr. Throckmorton comes to the key New York post from Washington, where he served most recently as director of sales and Assistant Deputy Administrator of General Disposals under Administrator Robert M. Littlejohn. He succeeds Carl P. Malmstrom who resigned as the regional WAA head to enter other fields.



ROBERT L. PURCELL

who was recently appointed comptroller of the Ekco Products Co., 1949 N. Cicero Ave., Chicago, Ill.

W. D. BELL, SALES MGR. TEL-O-POST CO.

W. D. Bell has been appointed sales manager of The Tel-O-Post Co., Akron, Ohio, and he will direct the distribution of all products. He was previously general manager of the Telair Co., Shaker Heights, Ohio.

J. K. LOVE ELECTED PRES. POTTERS ASS'N.

James K. Love, vice-president of Shenango Pottery Co., New Castle, Pa., was recently elected president of the United States Potters Association at the organization's 69th annual convention in the Hotel Astor, New York City. Mr. Love succeeds G. D. Agnew, Universal Potteries, Inc., Cambridge, Ohio. Vice-presidents elected include: Floyd W. McKee, Salem China Co., Merrill C. Sondles, Paden City Pottery Co., and E. L. Tober, Onondago Pottery Co., Wilbur A. Betz continues as secretary-treasurer. The association decided to conduct the industry's first public National American Dinner Ware Exhibition to be held in Chicago the week of April 25, 1948, directed entirely to the attention of the public and will not include any buying or placing of orders.



C. K. Davis, left, president and general manager, and Henry B. du Pont, right, member of the board, Remington Arms Co., Inc., look on, as M. Hartley Dodge, chairman of the board, shows picture of his grandfather, Marcellus Hartley, to Franklin Remington, grandson of Eliphalet Remington, founder of the company. In back is old valued picture of Eliphalet Remington, presented to the company by Mrs. Burley Smith, Ilion, N. Y., direct descendant of Remington. The picture was unveiled, having been furbished and newly framed, at a recent meeting of the board of directors.

Mark A. Miller, general manager of the specialties division, emphasized that the company has taken extra measures to insure continuous production and shipment throughout the transfer of the manufacture of its specialties products to Salem, Va.

Mr. Snyder will continue his



Now... Fractional Horsepower Motors by HOOVER

Now dealers will have the answer for customers who want the finest in fractional horsepower motors.

There's more than a quarter of a century of electrical engineering know-how in the Hoover Fractional Horsepower Motor . . . the same skill that's made the Hoover Cleaner the world's best.

You will be able to offer your customers compact



power-packed fractional horsepower motors of watch-like precision, work-horse stamina and with a name they know is the leader.

FEATURES OF THE HOOVER MOTOR

Induction run . . . single phase . . . 60 cycles . . . dual voltage . . . 110/220 . . . 1725 R.P.M.

Capacitor start . . . more than 300% full load starting torque with minimum current flow.

No vibration or "shift" . . . integral feet, carefully machined to give solid mounting and quiet operation.

Low temperature . . . electrical and mechanical design for low-temperature operation . . . Ventilated open type . . . 40° C. Rise.

Laminated steel rotor . . . carefully ground and balanced for maximum efficiency.

Centrifugal starting switch . . . built for years of trouble-free operation.

High-grade ball bearings . . . sealed against dust and grit, give smooth performance and long wear.

Rotation . . . clock or counterclockwise.

Sold only through retail outlets

THE HOOVER COMPANY
Electric Motor Division, North Canton, Ohio
Hamilton, Ontario, Canada

JOHN HARDING RESIGNS AS MASSILLON PRES.; EKCO EXEC. MEMBER

John J. Harding, president of the Massillon Aluminum Co., Massillon, Ohio, and a member of the executive committee of Ekco Products Co., Chicago, recently announced his resignation. Mr. Harding joined Massillon in 1928 and reorganized the company, purchasing the controlling interest in 1932.

In 1945 the Ekco Products Co., purchased the company to enable them to make the Ekco pressure cooker which was then developed. Mr. Harding remained as president and was later appointed to the executive committee of Ekco. Mr. Harding is a director and a member of the executive committee of the Ohio-Merchants Trust Co., Massillon, and is president of the Aluminum Wares Association.

ELEANOR KNOWLES DIRECTOR FOR TOY GUIDANCE EXHIBIT

Eleanor N. Knowles has recently been appointed director of The Toy Guidance Exhibit, Inc., 1124 Broadway, New York City 10. The objective of the exhibit is to increase toy sales by enlightening the public relative to the practical value of good playthings, to explain their function as builders of mind and body, their power to direct a child's interests along the right channels thereby contributing to the personality and character growth of the child.

Miss Knowles has done promotion and publicity work for manufacturers, merchandising studies for trade papers and consumer information for national newspapers, magazines and radio networks, for the past 15 years.

FRIGIDAIRE CONDUCTS AIR CONDITIONING SCHOOLS IN DISTRICTS

A series of five-day Regional Air Conditioning schools is being conducted by the Frigidaire Division of General Motors for district and dealer engineering personnel throughout the country during December and January. Training schools have been held in Dayton, Fort Worth, Tex.; Oakland, Cal., and will be held in New York City, Jan. 19 and Atlanta, Ga., Jan. 26.

The courses, comprehensive in nature will cover, "Fundamentals of Air Conditioning," including such phases as "Theory," "Air Distribution," "Determining Re-

frigeration Loads," "Selection of Equipment," "Product Application" and "Installation."

NAT'L. PRESSURE COOKER APPOINT'S P. E. WILSON EASTERN SALES MGR.

Paul E. Wilson has recently been appointed eastern sales manager of the National Pressure Cooker Co., Eau Claire, Wis. His headquarters will be located in the Empire State Bldg., New York City. He was formerly a sales executive with Montgomery Ward Co. for seven years.

F. E. GALLAGHER JOINS UNITED BRUSH IN AN EXECUTIVE CAPACITY

Frank E. Gallagher recently joined the United Brush Manufacturers, New York City, in an executive capacity. Mr. Gallagher was formerly sales manager of Turpentine & Rosin Factors, Inc., Savannah, Ga. His acquaintance with the wholesale hardware and paint trade throughout the country qualifies him to resume his former activities in the distribution of paint brushes.

HENRY A. DREER HAS MOVED TO NEW BLDG.

Henry A. Dreer, Inc., for many years eastern distributor of seeds, bulbs, fertilizers, insecticides, tools and other garden supplies, has recently completed moving its general offices and plant to the new Dreer Bldg. at 21st and Race Sts., Philadelphia.

Included at the new location is a display room where items representative of the company's complete line are displayed. Dreer's will soon open a new Retail Garden Center at 13 S. Sixteenth St., Philadelphia.

LYNN PRODUCTS MEMBER OF MOTOR & EQUIPMENT MFR'S ASSOCIATION

Lynn Products Co., 317 E. Ontario St., Chicago 11, Ill., has been admitted to membership in the Motor & Equipment Manufacturers Association.

LENK MFG. CO. NAMES A. J. NELSON COMPANY SALES AGENTS

The Lenk Mfg. Co., Boston 15, Mass., has announced the appointment of the A. J. Nelson Co., as sales representatives for the states of Arizona and New Mexico. In addition to those two states, the company covers the states of Colorado, Utah, Idaho, Montana, and Wyoming for Lenk.

NICHOLSON FILE NAMES
AUGUSTUS VOGEL
AREA MANAGER

Augustus Vogel, Jr., has been appointed area manager of the territories represented by Michi-



AUGUSTUS VOGEL, JR.

gan, Indiana, Ohio, Kentucky, and western Pennsylvania for Nicholson File Co., Providence 1, R. I.

Prior to joining the company in 1941, he had been secretary of the Imperial Paint Co., Brooklyn, N. Y. He was also general sales manager of the F. O. Pierce Paint Co., Brooklyn. Working with Mr. Vogel on sales and service problems will be John Doran, George Hughes, James Butler and George Hines.

**STEWART-WARNER MARKS
35TH ANNIVERSARY**

Stewart-Warner Corp., 69 W. Washington St., Chicago 2, Ill., recently held open house to mark the 35th anniversary of its founding. It was formed in 1912 by the merger of the Stewart & Clark Mfg. Co., Chicago, and the Warner Instrument Co., Beloit, Wis.

The company, originally known as the Stewart-Warner Speedometer Corp., was formed to make and sell automobile speedometers, the company soon expanded its line. Stewart-Warner also makes lubricating equipment, radios, casters, and aircraft and automotive heating equipment.

Original officers of the company were: John K. Stewart, president, Charles B. Smith, secretary-treasurer; L. W. LaChance, vice-president, and T. T. Sullivan, vice-president and assistant secretary-treasurer. Mr. Stewart was president until his death in 1916 when he was succeeded by Mr. Smith who served as president until 1933. Joseph E. Otis, Jr., was president from

1933 to 1939. James S. Knowlson, elected board chairman in 1934, also president in Oct. 1939. Other officers include: George L. Meyer, Jr., vice-president; Arden W. LeFevre, vice-president; Samuel Insull, Jr., vice-president; Wilfred Reetz, controller; Fred P. Kirch, treasurer and Albert R. Benson, secretary.

**NORTHWEST HARDWARE
XMAS PARTY HELD AT
MINNEAPOLIS GOLF CLUB**

The Northwest Hardware Club recently celebrated the completion of its year's program with a Christmas Party at the Minneapolis Golf Club which included a cocktail hour, steak dinner followed by music, feats of magic and other entertainment. Corsages and gifts were given to the ladies. Out of town members and guests present included: A. R. Meyers, Milwaukee, vice-president of the Central States Hardware Club; Jules Kersten, New Orleans; Peter Klick and Arnold Hoyum, both of Duluth.

The next event will be the annual meeting to be held in St. Paul, Jan. 28 at the Casino, Hotel St. Paul. A social hour followed by steak dinner, entertainment and election of officers are scheduled. Fred Sperling, St. Paul Association of Commerce will discuss, "The Destiny of Free Enterprise." Reservations indicate that the attendance should exceed any previous event in the club's history. E. A. Knudtson, Henry Disston & Sons, is president of the club.

**A.G.A. PERSONNEL MEET
ATTRACTS 100**

About 100 personnel executives from 20 states attended the Employee Relations Conference of the American Gas Association which was held at the Adolphus Hotel, Dallas, recently. It was sponsored by the A.G.A. Personnel Committee. Among the topics discussed were: Utility operations under the Taft-Hartley Law, forum on "Finding Out What Your Workers Think," "The Three Great Movements in Civilization," "The Whys and Results of Job Evaluation," and a forum on the "Uses and Abuses of Employment Tests."

**LYNN PRODUCTS APPOINTS
JACKSON SALES MGR.**

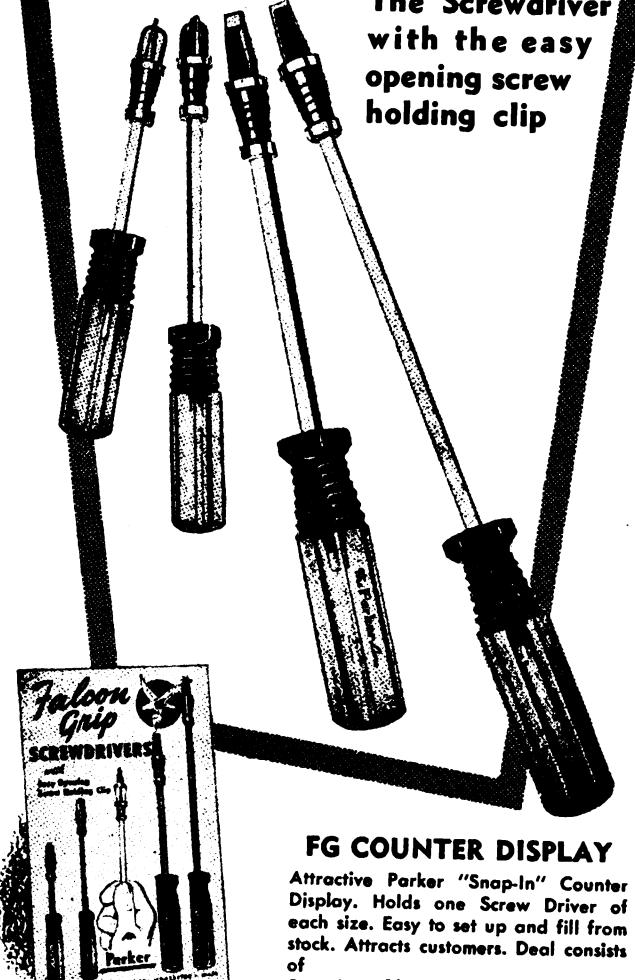
Lynn Products Co., 317 E. Ontario St., Chicago, has announced the appointment of Fred W. P. Jackson as sales manager. Mr. Jackson formerly covered the Mid-West territory for Lynn Products.

GET A

Falcon Grip
on your
CUSTOMERS



**The Screwdriver
with the easy
opening screw
holding clip**



FG COUNTER DISPLAY

Attractive Parker "Snap-In" Counter Display. Holds one Screw Driver of each size. Easy to set up and fill from stock. Attracts customers. Deal consists of

5 each F-2½ 8 each F-5
8 each F-4 3 each F-7
1 each "Snap-In" Counter Display

ONCE your customer operates the exclusive, easy opening, screw holding clip on a Parker Falcon Grip Screwdriver, and grips the semi-square Parkaloid handle with concave sides and smooth corners — right then and there you've made a loyal friend. Greater leverage, fewer slips of the hand and a driver that won't roll on flat surfaces are long sought features of this Parker small tool.

Buy the **Parker** *Line*

PARKER MANUFACTURING CO.
WORCESTER 1, MASS., U. S. A.



officers of the company have a combined record of 144 years of service and are still active in the business.

D. E. SANFORD NAMED NAT'L SALES AGENTS EKCO'S PRESTIGE LINE

The D. E. Sanford Co., has been appointed the national sales representative for the prestige line of housewares made by Ekco Products Co., Chicago. The Sanford organization will handle the sales of prestige products to all of Ekco's present distributor accounts.

J. H. ALEXANDER & SON MOVES TO LARGER OFFICE

J. H. Alexander & Son, manufacturers representative, has announced that on Jan. 15, it will move to a new location at 1605 Madison Ave., at Avalon St., Memphis 4, Tenn. The company will maintain permanent display rooms and sales offices at the new location, also storage and warehouse facilities. Due to this expansion, the company is interested in acquiring new lines of merchandise, acting as manufacturers agents or distributors. The company will devote its efforts to the following lines: hardware, sporting goods, furniture, electrical items and appliances, toys, builders supplies, and the like.

James G. Geddes, executive vice-president of H. K. Porter, Inc., was presented with the Brand Names Foundation Certificate of Public Service by Henry E. Abt, president of the Foundation in recognition of the brand name, "Porter's Easy" bolt cutters, first made in 1880. He also received a Certificate for the brand name "Porter's New Easy" bolt cutters, first made in 1892. Assisting Mr. Abt is Barbara Buckley of Newsome & Co., Boston, Mass.

MARKET FORGE APPOINTS CLAUDE MASON COMPANY DIST. SALES AGENTS

Market Forge Co., Everett, Mass., has appointed Claude C. Mason & Co., Atlanta, Ga., as its regional factory sales representative for the Southeastern States. This territory includes Alabama, Arkansas, Georgia, Mississippi, South Carolina, North Carolina, Florida, Louisiana, and Tennessee.

Prime function of the company will be to establish distributors in this rapidly growing area and to assist them in obtaining greater sales and increased profits.

ADAMS RITE APPOINTS SALES AGENTS

Adams Rite Mfg. Co., Glendale, Cal., has announced the appointments of the following sales representatives: C. W. Pitt Manufacturers' Agency, Drexel Bldg., Philadelphia 6, Pa.; John P. Cleveland, New Castle, Ind.; H. J. McGill, P. O. Box 1361, Anchorage, Alaska; T. F. Geraghty, 61 W. Kinzie St., Chicago, Ill.; Fred B. Kennedy Sales Co., 108 E. 14th St., Kansas City 6, Mo.; and Joseph T. North, 4171 Flad Ave., St. Louis 10, Mo.

LOUISVILLE TIN & STOVE CELEBRATES 60TH YEAR

The Louisville Tin & Stove Co., hardware wholesalers, Louisville, Ky., will celebrate its 60th anniversary in Feb., 1948. Orig-

nating in a four floor building with a few employees and no machinery, the company has expanded its volume 60 times in the past 60 years. The plant now covers over a seven acre floor space, with a payroll of over \$1,000,000. The lines manufactured are stoves, tinware, ice refrigerators and ice chests. Four

WM. CLAUSEN ELECTED FARNSWORTH, V.P. OF MANUFACTURING

William Clausen was recently elected vice-president, in charge of manufacturing, of the Farnsworth Television & Radio Corp. following a meeting of the board.

Mr. Clausen joined the Farnsworth company last August and has been in charge of its manufacturing operations since that time.

Prior to his association with Farnsworth he was vice-president and general manager of Victor Products Corp., Hagerstown, Md.

From 1931 to 1945, Mr. Clausen was with the Armstrong Cork Co., Lancaster, Pa., where he was successively management engineer, plant superintendent, plant manager and assistant to the president.

BRITTAIR PRODUCTS EXCLUSIVE SALES AGENTS WIL-STAN IRON HOLDERS

Brittain Products Co., Akron 4, Ohio has been appointed exclusive sales representative for the Wil-Stan Hot Iron Holder.

PORTABLE ELECTRIC TOOLS HAS NEW PLANT

Portable Electric Tools, Inc., has recently moved its office and factory to its new plant at 255 W. 79th St., Chicago 20, Ill.



ATKINSON HEADS HARDWARE TRADE ASSN.—At the annual meeting and Christmas Party of the Hardware Trade Association of New York, at Millers Restaurant, 144 Fulton St., New York City, Dec. 16, attended by more than 60 members and guests, S. H. Atkinson, R. J. Atkinson, Inc., Brooklyn, N. Y., was elected president succeeding H. J. Usher, Oliver Iron & Steel Corp. Vice presidents are: J. C. Stites, Cleveland Twist Drill Co.; J. C. Hansen, Hansen & Yorke Co., Inc., and Roy C. Schmidt, Stanley Tools. E. S. Norvell, E. C. Atkins & Co., was reelected secretary-treasurer, and Mr. Usher became chairman of the board. E. W. Dugan, Thomas W. Kiley & Co., Inc., Brooklyn, N. Y., is now chairman of the executive committee. Members of the board of directors are: James Bosted, H. W. Mills Co., Passaic, N. J.; R. H. Burdall, Russell, Burdall & Ward Bolt & Nut Co., Port Chester, N. Y.; John F. Ryan, Jos. C. Ryan & Sons, Inc., Yonkers, N. Y.; H. T. Potter, Ames Baldwin Wyoming Co.; W. W. Edwards, Hansen & Yorke Co., Inc.; and W. G. Knowles, Eaton Mfg. Co. Roy C. Schmidt, Stanley Tools, served in his traditional role as Santa Claus, distributing gifts to each person present. Left to right: E. S. Norvell, secretary-treasurer; S. H. Atkinson, president; E. W. Dugan, chairman of the executive committee; H. L. Usher, chairman of the board; and Roy C. Schmidt, J. C. Stites and J. C. Hansen, vice presidents.



H. J. LASKEY



MICHAEL KELLY

Whitlock Plans California Warehouse

A modern office and warehouse to serve the western customers of the Whitlock Corp., 17 Warren St., New York 7, N. Y., exclusive distributors of security hardware, will be opened in February at 936 E. Pico Blvd., Los Angeles, Calif. H. J. Lasky, president of the company, has announced that the new 5200 sq. ft. building will house a standard line of security hardware, locksmith supplies and equipment similar to that at its New York headquarters.

Michael Kelly, recently appointed western manager will direct the new branch. Prior to his association with Whitlock he was with the former Francis Keil & Son Co. During the war he interrupted his association with Whitlock to serve in the 13th Infantry Corps., having been in the "Battle of the Bulge" and one of the first to cross the Elbe River to meet the Russian troops in Germany. Ernest W. Davis will join Mr. Kelly in Los Angeles.



ERNEST W. DAVIS

les. He was a representative of the company in New Jersey for many years.

Additional salesmen will be appointed by Henry R. Stein general sales manager, to travel various western states, using the new Los Angeles offices as their headquarters.

32 ATTEND NUTMEGGERS MONTHLY MEETING

The December meeting of the Nutmeggers was attended by 32 members all of whom enjoyed the steak dinner served. An educational movie on horse racing was shown and after the pictures, those attending played Military Whist. Each lady guest was given a present.

The following people were nominated for their respective offices: Harry McQustry, president; Earle J. Hopwood, first vice-president; W. C. Remelly, second vice-president; and Everett A. Lawrence, secretary-treasurer. Past President director—J. T. McCulloch; director for one year to finish the term of Harry McQustry, Carol Pressler; three

year directors—Clifford C. Bernard, Douglas Arnout, Leo Quinn, and Harry Friend.

CAMFIELD MFG. COMPANY TO NAME OWN FACTORY REPRESENTATIVES

The Camfield Mfg. Co., Grand Haven, Mich., recently announced the cancellation of its contract with the D. E. Sanford Co., manufacturers representative. Camfield is now in the process of appointing its own factory representatives for all territories of the United States. Edward L. Taylor, vice-president in charge of sales and advertising for Camfield, predicts a closer working relationship with dealers and distributors under the new arrangement.



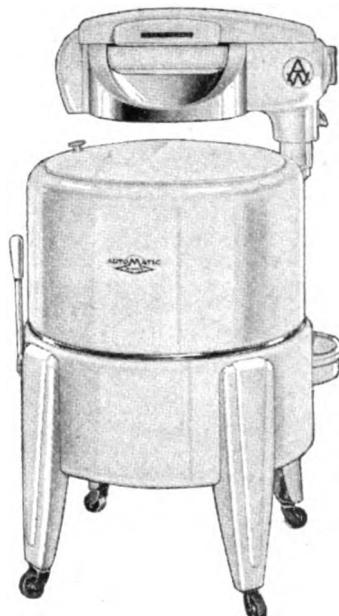
-Today's BIGGEST Washer Dollars are AUTOMATIC

Dollar for dollar, today's best buy in the washer field is the Automatic Duo-Disc Washer.

Compare it with any washer costing \$5 to \$15 more. See how much more the Automatic offers in wanted features, in sparkling beauty, in rugged construction, in washing efficiency.

Compare—and you'll see why the Automatic is a Best Seller for the more than 12,000 dealers profiting from the Automatic Washer Franchise.

Write for name and address of your nearest Automatic Distributor



SEYMOUR SMITH

"Snap-Lock"

PLIER-WRENCH



for GARAGE
FACTORY
FARM
WELDER
HOME
REPAIR SHOP
ELECTRICIAN
STEAMFITTER
PLUMBER
SERVICEMAN
SHEET METAL
WORKER



SELLS ITSELF! This Gripping Display FREE on Request

A demonstration display that invites customer to make his own test—sell himself! A dominating design in 6 colors that reaches out for 'em! (Seymour Smith tools sold only through wholesalers.)

SEYMOUR SMITH & SON, INC., 900A Main St., Oakville, Conn.

JOHN H. GRAHAM & CO., Inc., 105 Duane St., New York 8, N. Y.



HARDWARE BRIEFS

ALABAMA

McGee's Hardware & Auto Supplies, 1215 Noble St., Anniston, Ala., was recently opened by James W. McGee.

building on South Academy St., Lincolnton, being vacated by Piedmont Motor Co.

SOUTH DAKOTA

John Moore Hardware store at Bettysburg, S. D., was recently damaged by a fire originating from an overheated furnace.

TENNESSEE

Sammons Furniture & Hardware Co. store, located on the north side of the town square has been modernized with a new facade of glass brick. Wylie Sammons owns the store.

TEXAS

C. V. Shadix, vice-president of the Dallas Hardware & Implement Co., Dallas, was recently elected president of the Dallas Hardware & Implement Club to succeed B. I. Tolene.

A warehouse of the Walker County Hardware Co., Huntsville, Tex., was seriously damaged by a recent fire.

John Bush has changed the name of Bush Furniture & Radio to Bush Hardware & Appliance, 404 Taylor St., Amarillo. The furniture stock is being closed out.

VIRGINIA

Graves-Humphreys Hardware Co., Roanoke, Va., plans to make interior alterations and additions to existing buildings located at 1942 Franklin Rd. Work is expected to begin immediately and will be completed by Oct. of next year. The old buildings will be rebuilt and remodeled and two entire new sections will be added.

GEORGIA

J. W. Binns Hardware Co., Greensboro, Ga., has been sold to C. E. Silvey and Bowen Thomas.

LOUISIANA

The St. Bernard Hardware & Supply Co., New Orleans, La., has recently moved to more spacious quarters at 1623 North Claiborne Ave., from its former location at St. Bernard Ave.

Eubank's Hardware Store, opened recently at 3324-26 Line Ave., Shreveport, featuring a self-service system. The store is owned by Shan W. Hull, D. L. Brown, and J. T. Eubank. Mr. Eubank is manager.

NEW YORK

Terminal Hardware, Albany, N. Y., has opened a new branch at 322 Broadway.

NORTH CAROLINA

Lincoln Hardware Co., will move from East Main St., to a

WINNE'S HDWE. UNDER NEW OWNERSHIP

Winne's Hardware, Main St., Wappingers Falls, N. Y., hardware and paint business has been sold by Howard G. Winne to R. C. Heyer and A. Hunecke who plan to continue the business under the same name. The feed business will be continued by Mr. Winne at his factory and warehouse at New Hamburg, N. Y., under the name of Cal-Cod Process Co.

OBITUARIES

AUGUSTUS E. SAUNDERS

Augustus E. Saunders, vice-president of Nicholson File Co., Providence, R. I., and with that concern for 47 years, died re-



AUGUSTUS E. SAUNDERS

cently at the home of his son Lloyd C. Saunders, Pomfret, Conn. He became associated with the company originally as bookkeeper, was appointed secretary in 1939 and vice-president in 1942.

Mr. Saunders was a member of Orpheus Lodge, A.F. and A.M., Providence Chapter No. 1, and the Shrine. He was also a member of the Providence Chamber of Commerce, the Turks Head Club and Providence Lodge of Elks.

G. E. RECEIVER DIV. OFFERS LECTURES ON FM THEORY

The Receiver Division of the General Electric Co., Syracuse, is scheduling lectures on FM theory and a practical demonstration on the alignment of FM receivers. Each lecture which lasts about three hours is presented by Frank Sladky, technical service engineer.

OCCUPATIONAL INJURY BILL FOR NATION TOTALED \$ TWO BILLION

The nation's bill for occupational injuries during 1946 totaled about \$2,400,000,000 of which about \$1,100,000,000 represented the immediately visible costs to both workers and industry including wage loss, expense of medical care and overhead cost of compensation insurance. The

ROBERT M. KALMUK

Robert M. Kalmuk, 54, sales representative for 11 year in metropolitan New York City and Northeastern seaboard for the Sanvik Saw & Tool Corp., died recently after suffering a heart attack. He was formerly associated with Batter Adamson Co., sandpaper and abrasives and left when the company merged with the Minnesota Mining & Mfg. Co. Mr. Kalmuk was a member of the Hardware Boosters, the Elks Club and was a veteran of World War I. He is survived by his widow Selma and a daughter.

CARL R. ESCHENBURG

Carl R. Eschenburg, 46, associated with his father, R. L. Eschenburg, in the hardware business in Floresville, Tex., died recently in a San Antonio hospital.

EDWARD A. DATWIELER

Edward A. Datwieler, 67, sales representative for the Webster Bros. Cutlery Co., New York City, for 23 years, with headquarters in Galveston, Tex., recently died in Sealy, Tex.

H. LAWTON GRIFFIN

H. Lawton Griffin, 87, retired Henderson, Tex., hardware dealer died at his home recently after a short illness.

remaining \$1,300,000,000 represented the estimated money value of damaged equipment and materials, production slow downs and time lost by other workers not involved in the accidents.

AMERICAN POTASH MOVES TO NEW BLDG.

American Potash & Chemical Corp., has recently moved from its offices at 609 South Grand Ave., to its new executive headquarters building at Sixth St. and Westmoreland Ave.

Although the executive staff and clerical force are moving immediately, complete establishment of the quarters will not take place until after January, when the other departments from Trona, Cal., and employment division at 1148 S. Grand Ave. will be transferred. The downtown employment office at 604 South Spring St., will be maintained.

GRIFFIN

HINGES



GRiffin

Manufacturing Company

ERIE, PENNSYLVANIA

MANUFACTURERS

AGENTS

NEW YORK: 45 Warren St.

BOSTON: 115 Broad Street

SAN FRANCISCO: 703 Market St.

Toy Makers Emphasize Playthings

Are Necessities Not Luxuries

Announce Toy Fair Dates, March 8 to 20, 1948

Discuss tariffs, labor problems and general economic conditions at 31st annual session. Kenneth P. Fallon is newly elected president.

Merchandising will be of primary importance in 1948 and while volume in toys will be good it will not be quite up to the totals enjoyed in 1947, members of the Toy Manufacturers of the U.S.A., Inc., were informed at their 31st annual convention, Dec. 8 and 9, at the Hotel McAlpin, New York City. Several speakers emphasized the difficulty in making government agencies see that toys are a necessity and not a luxury. Tariffs, labor relations, the materials situation and governmental controls on material were among the other topics discussed. Meetings were presided over by L. M. MacDonald, Ohio Art Co., Bryan, Ohio, who was succeeded as president by Kenneth P. Fallon, The A. C. Gilbert Co., New Haven, Conn.

A paper prepared by A. W. Zelomek, president, International Statistical Bureau, Inc., who was unable to attend, was presented by Julius S. Treib, managing editor, *Modern Packaging*, on the subject, "What Toy Manufacturers Can Expect in 1948," forecasting that 1948 toy sales though at a good figure would be below those of 1947. Doubt was expressed that there would be any "major depression beginning in the foreseeable future." Emphasis was on the fact that mer-

chandising would be of primary importance in 1948.

David N. Aberman, Blumberg, Singer & Aberman, legal counsel, discussed, "Illegal Price Discrimination Through Cooperative Merchandising," outlining the principal provisions of the Robinson-Patman Law. He pointed out that in the case of advertising allowances the same terms must be available to all parties, but on a proportionate basis, when stores of different sizes are involved.

John G. Lerch, tariff counsel, discussed the effects of reciprocal agreements, which he said were in the form of bargaining between two countries. The toy industry, he declared would not be as hard hit as some other industries. Even expiration of the act under which the trade agreements are written will not cancel those in effect at the time of its expiration or repeal, unless cancelled by agreement.

The reception and dinner that evening were attended by more than 200 members and guests, who heard Hon. Raymond E. Baldwin, United States Senator from Connecticut, declare that the amount of money spent under the Marshall plan is unimportant if a "workable plan is adopted," because if the plan is not workable any expenditure on

it would be excessive. He urged that restrictions be attached to future American aid to European countries, requiring stabilization of the currencies of aided countries.

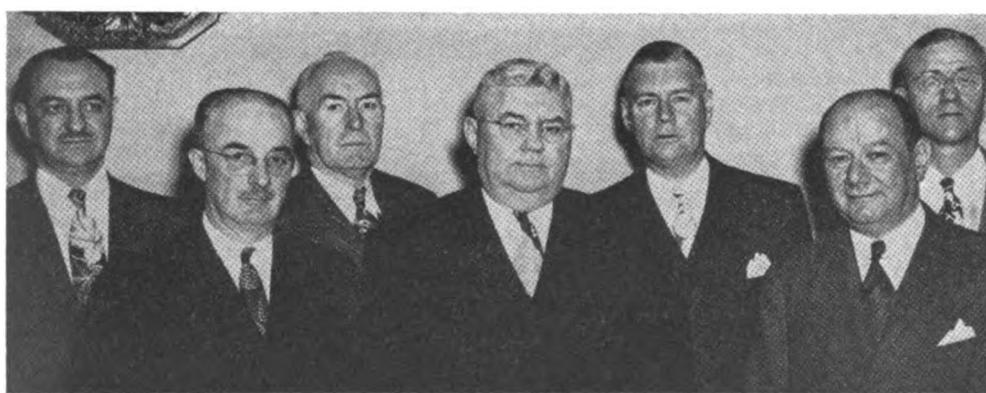
Dow W. Harter, Washington representative of the association, discussed governmental regulations present, past and future, and declared that blocks against inflation, tried to date, have been ineffective so far. There is need for income tax reduction, to help the individual and the business concern. Failure to help western Europe regain economic stability plays right into the hands of Communism. Discussing excise taxes he complained that rulings had been stretched to unreasonable lengths with toy musical instruments, as an example, being taxed as musical instruments. Toys are a necessity, he declared as did other speakers, a fact government agencies needed to realize.

"Which Way Labor?" was the topic of Homer Martin, president, V-Seal Corp., Detroit, Mich., who had been the first president of the UAW-CIO. Lashing at "red Facists" he said that the destiny of mankind may well be affected by labor's activities in the next decade. The capitalist system must be continued as it is the hope of progress in human

relationships. The right to own and control property must be continued. He favored giving concessions to employees before they sought them as a means of promoting proper relations between management and labor, with labor being told the truth in its dealings with management. Some form of incentive for labor is needed for greater production and profit. Either private or government monopoly leads to the end of capitalism. Unions are here to stay, he warned, but must work with industry. He termed the Taft-Hartley Bill the Magna Charta for the laboring man, who wants to work.

Kenneth P. Fallon, The A. C. Gilbert Co., New Haven, Conn., succeeded L. M. MacDonald, Ohio Art Co., Bryan, Ohio, as president of the association. New vice-presidents are: David M. Sellew, Auburn Rubber Co., Auburn, Ind., and James J. Shea, Milton Bradley Co., Springfield, Mass., James S. Lehren, Wolverine Supply & Mfg. Co., Pittsburgh, Pa., is the new treasurer, and Ben F. Michtom, Ideal Novelty & Toy Co., New York City, is assistant treasurer. Horatio D. Clark continues as secretary. New directors are: Bertram A. Gabriel, Sam'l Gabriel Sons & Co., New York City; C. H. Goeke, The John C. Turner Corp., Wapakoneta, Ohio; Ralph Heatherington, The Akro Agate Co., Clarksburg, W. Va., and B. E. Weirick, Kalamazoo Sled Co., Kalamazoo, Mich. Other directors are: Mr. Fallon; E. C. Garton, The Garton Toy Co., Sheboygan, Wis.; Mr. Sellew, Mr. Shea; J. M. Breneman, Hubley Mfg. Co., Lancaster, Pa.; Cass S. Hough, Daisy Mfg. Co., Plymouth, Mich.; Mr. Lehren and Mr. Michtom.

Announcement was made that the annual American Toy Fair, sponsored by the association, will be held in New York City, March 8 to 20, inclusive, 1948, with permanent exhibits at 200 Fifth Ave., 1107 Broadway and other year 'round showrooms as well as at the Hotel McAlpin.



Newly elected officers of the Toy Manufacturers of the U.S.A., Inc., left to right:—Ben F. Michtom, Ideal Novelty & Toy Co., New York, assistant treasurer; Horatio D. Clark, New York, secretary; James J. Shea, Milton Bradley Co., Springfield, Mass., vice president; L. M. MacDonald, Ohio Art Co., Bryan, Ohio, retiring president; Kenneth P. Fallon, The A. C. Gilbert Co., New Haven, Conn., president; James S. Lehren, Wolverine Supply & Mfg. Co., Pittsburgh, Pa., treasurer and David M. Sellew, Auburn Rubber Co., Auburn, Ind.

BAKELITE PLASTICS MFG. FACILITIES EXPANDED

An extensive program for the expansion of plastics manufacturing facilities of the 37-year old Bakelite Corp., unit of Union Carbide & Carbon Corp., is now in progress and is scheduled for completion during 1948. The program includes construction of three new plants and expansion at three of the company's existing plastics-producing plants.

**CARL SCHLENK MADE
ESTATE NATIONAL
SERVICE MGR.**

Carl Schlenk has recently been appointed national service manager of the Estate Heatrola Division, Noma Electric Corp., Ham-



CARL SCHLENK

ilton, Ohio. Mr. Schlenk has been with the organization since 1923. In 1929 he began development of the Estate Oil Heatrola, and since 1937 he has been the chief research engineer.

Mr. Schlenk will work with Cecil M. Dunn, director of sales, in executing Estate's new program for a national service organization with service centers located strategically throughout the country. Mr. Schlenk's division will be responsible for development of equitable warranties and the service policies on Estate products, and will also handle sales of accessories and service items.

**34th CHRISTMAS PARTY
OF NEW YORK BOOSTERS
ATTENDED BY 400**

More than 400 hardware men of the metropolitan New York area attended the 34th annual Christmas party of the Hardware Boosters, Inc., held Dec. 18, in the Hotel Roosevelt Ballroom.

festivities were in charge of Robert J. Duncanson, Richards-Wilcox Mfg. Co., as entertainment committee chairman. William Wolfe, The Carborundum Co., officiated at the "mike," part of the time until the professional master-of-ceremonies took over to present a lively stage show following the dinner.

H. R. Conner, Boston, who recently retired after many years with the Behr-Manning Co., was present and was introduced as a charter member and a past Chief Booster by Charles J. Heale, president of HARDWARE AGE who

is also a former Chief Booster. The Boosters and their invited guests extended vocal felicitations to Harry O. Grieshaber, of the Long Island Hardware Co., Long Island City, N. Y., on the occasion of his 75th birthday anniversary.

Robert J. Duncanson, Richards-Wilcox Mfg. Co., vice-president of the Boosters, is chairman of the entertainment committee, other members of which are: Carlson S. Phillips, the L. S. Starrett Co.; Evald H. Gasstrom, Eagle Rule Mfg. Co.; W. Robert Goepel, U. S. Plywood Co.; Kenneth M. Lanyon, The Yale & Towne Mfg. Co.; Mortimer Maas, manufacturer's agent, who filled his customary role of Santa Claus; Arthur M. Pope, Sargent & Co.; Robert Watson, Stanley Tools and Mr. Wolfe.

Thomas J. Crofton, of the H. B. Sherman Mfg. Co., is chairman of the Journal, Bulletin and Special Events committee, which produced an attractive souvenir journal.

**H. D. HAIN RESIGNS
AS GENERAL MANAGER
LA SALLE LIGHTING**

Harry D. Hain has recently resigned as general manager of La Salle Lighting Products, Inc., to enter sales consultant work. La Salle is an affiliate of Markel Electric Products, Inc. Mr. Hain was appointed general manager of La Salle in 1936 when he resigned as sales manager of the Railley Corp., Cleveland.

**CONRON'S SHOW ON
FEB. 17-19, 1948**

Conron, Inc., Danville, Ill., wholesale hardware distributors, has announced that its dealer show will be held Feb. 17 to 19, inclusive, 1948, in the Illinois State Armory at Danville.



W. N. DIXSON, JR.

president of Brown-Rogers-Dixson Co., Winston-Salem, N. C. In the Oct. 23 issue a photograph of W. N. Dixson, Sr., his father was used with Mr. Dixson Jr.'s name.

FREE DISPLAY CASE Invites Accessory Sales

HIGHLY VISUAL CABINET DISPLAYS MORE THAN 1,000 ACCESSORIES

Hardware Dealers! Here's a new kind of grinding point and cutter department . . . so compact it requires less than a square foot of space . . . yet provides ample room for storage of over 1,000 grinding accessories! It's yours . . . free . . . if you take advantage of any one of Dremel's three money-saving accessory deals.

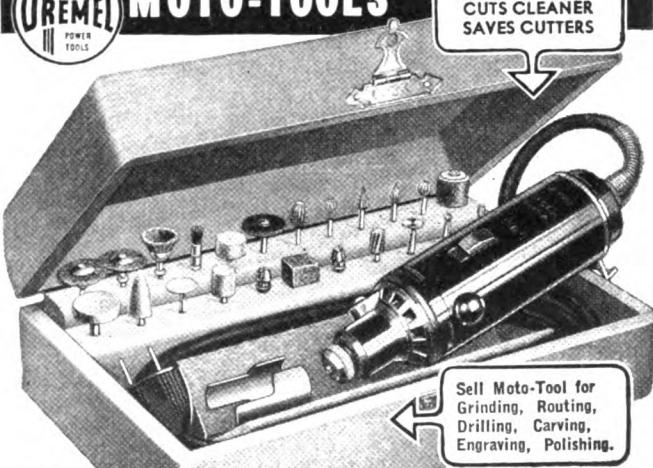
Bring Tools to Customers

Removable trays save hunting for stock . . . make stock easy to show . . . easy to reach or inventory. No guess-work . . . no mispricing. Accessory numbers and prices are given beneath items displayed. Drawers have designated areas for wheels and cutters. The cabinet is of finely finished hardwood with round, transparent plastic front. Write today for complete details on FREE display cabinet.



BUILD PROFITS WITH MOTO-TOOLS

APPROXIMATELY
27,000 R.P.M.
CUTS CLEANER
SAVES CUTTERS



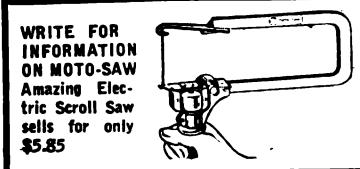
Sell Moto-Tool for
Grinding, Routing,
Drilling, Carving,
Engraving, Polishing.

BACKED BY 10 YEARS OF INDUSTRIAL USE

Here's the grinder that is the leader through merit. Backed by ten years of industrial service, it packs years of production for industry . . . years of pleasure for hobbyist or expert craftsman. Moto-Tool is a "War Veteran" . . . used by General Electric, Westinghouse, Remington Arms, Ford, Nash-Kelvinator, and many other companies, as well as the Armed Forces. From its patented automatic chuck lock pin and oilless, sealed bearings to its dust-filtered air-cooling system, Moto-Tool is packed with more conveniences and long life features than any other hand grinder.

PREWAR PRICES STILL PREVAIL

Moto-Tool Kit No. 2, with 28 accessories (high-speed steel cutters, grinding wheels, polishing accessories) and heavy-duty professional Model 2 Moto-Tool in natural-finish, hardwood case	\$32.50
Moto-Tool No. 2, with one emery point	\$16.50
Moto-Tool Kit No. 1, with Model 1 Moto-Tool and 34 accessories	\$17.50
Model 1 Moto-Tool, with one wheel point	\$9.50



DREMEL MANUFACTURING CO.
DEPARTMENT 158-A • RACINE, WISCONSIN, U. S. A.

C. M. SNYDER MANAGES NEW ENGLAND SALES AREA FOR G.E. LAMPS

C. M. Snyder has recently been appointed manager of the New England sales district office of



C. M. SNYDER

the Lamp Department of the General Electric Co., the district with headquarters in Boston, includes the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut. Mr. Snyder has been with the New England sales district since 1928. He was appointed assistant to the manager of the district in 1940. He served as chairman of the New England section of the Illuminating Engineering Society for two terms and was chairman of the same section of the society for a year.

NAT'L SILVER CONDUCTS SALESMEN'S MEETINGS

The National Silver Co., 295 Fifth Ave., New York City, recently conducted its annual salesmen's conventions.

The merchandising, sales and promotional plans for 1948 were conveyed to the entire sales staff. Simultaneously with home office meetings at the Pennsylvania Hotel in New York, similar sales conferences were held at the Los Angeles and Miami branches of the company. The combined number of salesmen and executives who attended the meetings exceeded 150.

Bernard Bernstein, vice-president of the company, in addressing the group assembled in New York, stated, "Notwithstanding the predictions of some economists that 1948 will be a year of cautious buying on the part of retailers, National Silver is confident of unlimited sales opportunities for itself and for alert and aggressive merchants who offer merchandise of quality and style at prices which the con-

sumer is able and willing to pay. National has placed emphasis on the development of new items, many of which are presented in attractive, functionally designed packages, in conformity with the company's style-conscious marketing program."

LOUIS Y. PERKINS FORMS SALES AGENCY

Louis Y. Perkins who formerly operated the sales agency division of the Perkins Sales Service, 610 Newbury St., Boston 15, Mass., has separated the agency division from the Perkins Sales Service and is now conducting the business under the name of Louis Y. Perkins Co. The company continues to act as direct factory representative for all the major lines that it serviced under the former setup. The company is interested in obtaining other lines in the hardware, housewares, automotive, electrical supply, department and chain store fields.

MCCABE, HOUSEHOLD REFRIG. SALES MGR. TIMES APPLIANCE CO.

Peter J. McCabe has been named manager of household refrigeration sales for the Times Appliance Co., Inc., 353 Fourth Ave., New York City, Westinghouse distributor for Metropolitan New York, in addition to his position as assistant to the vice-president and general sales manager.

Mr. McCabe is a veteran of 27 years' experience in the electrical appliance field having been with the Brooklyn Edison Co., Kelvinator Sales Co., and the Lamson Co., Syracuse.

ANIMAL TRAP ADVANCES THREE SALESMEN

David S. Morrison has been appointed to succeed Joseph Tabony as southern representative for the Animal Trap Co. of America, Lititz, Pa., Mr. Tabony will soon retire from active service. For the past five years, Mr. Morrison has been assistant sales manager. He has been succeeded by Louis J. Kidhart, who has been with the company for two years since his discharge. Prior to the war he was connected with the sales department of the United States Rubber Co.

Mr. Tabony was at one time secretary-treasurer of the Miegh-Brady Co., wholesale distributor in Louisiana. Before joining Animal Trap as its southern representative in 1933, he had served in the bayou country as a trap salesman for W. A. Gibbs & Son.

Inc., and the Triumph Trap Co.

Mr. Morrison entered the employ of the Animal Trap Co. in 1939, first covering the eastern part of Canada and New England and subsequently in 1943 taking over the position of assistant sales manager. Mr. Morrison will cover Alabama, Mississippi, Louisiana, Arkansas and Texas.

Mr. Kidhardt joined the United States Rubber Co., after leaving college.

He joined the army in 1941 and saw service in the Pacific theater being discharged as lieutenant colonel of infantry.

O. E. DOSTAL, NAMED EUREKA WILLIAMS COMPTROLLER

O. E. Dostal, formerly assistant works manager, has recently succeeded D. W. Boylan as comptroller of the Eureka Williams Corp., Bloomington, Ill. Mr. Boylan resigned to accept a similar position with the Lustron Corp., Columbus, Ohio.

Mr. Dostal joined the company in Jan., 1944. Before that he was with Nash-Kelvinator for 16 years in various accounting capacities in that company's Kenosha, Lansing and Detroit plants. Prior to that he was with U. S. Rubber for 10 years.

WHITLOCK CORP. SALESMAN FOR PITTSBURGH AREA

Eugene J. Ross has recently been appointed district representative in the Pittsburgh area for the Whitlock Corp., locksmith supplies, New York City. Mr. Ross's experience in the hardware industry includes most every phase from order editor in a heavy hardware company to hardware buyer in a large department store. Since 1934 he has been a salesman servicing most every type of hardware dealer.



EUGENE J. ROSS

RALPH ZWICKER WITH BIGELOW & DOWSE FOR 50 YEARS

Ralph M. Zwicker, city sales manager of Bigelow & Dowse Co., wholesale hardware distributors.



RALPH M. ZWICKER

Boston, Mass., celebrated his 50th anniversary with the company recently and was given a reception and dinner at the Hotel Bradford, Boston. R. F. Grant, general sales manager, was master of ceremonies and Jos. M. Kennedy, vice-president of sales, offered an enjoyable reminiscient talk. During the festivities, Mr. Zwicker was presented with a set of luggage and a Farnsworth console combination radio, gifts from the company and employees.

ARNOLD WHOLESALE ADDS TO SALES STAFF

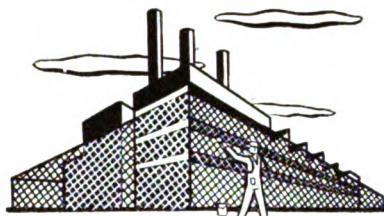
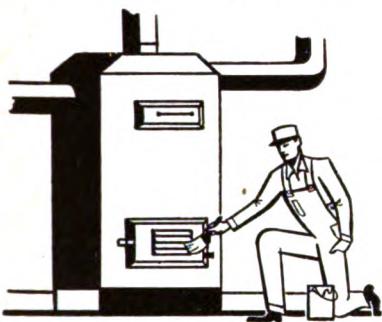
Arnold Wholesale Corp., 5209 Detroit Ave., Cleveland 2, Ohio, has appointed Clarke A. Hoak, D. W. Lerch, Jr., and Harry W. Thompson as members of the sales staff and Lincoln F. Bradley as credit manager. Mr. Hoak has been in the sales field for over 17 years including 11 years of merchandising electric appliances with the Cleveland Electric Illuminating Co. He then served 34 months in the Army.

Mr. Lerch was formerly sales representative for the Strong Carlisle & Hammond Co., in the Akron-Canton territory from 1938 to 1947 except for three years' service as expediter for Goodyear Aircraft Corp.

Mr. Thompson has been in the appliance and radio sales field for the past 16 years, with Westinghouse Electric Corp., Easy Washing Machine Corp., Hurley Machine Co., and Cleveland Distributing Co.

Mr. Bradley was credit manager of Westinghouse Electric Supply Co.'s branches in Toledo and Cleveland before his present association.

WHAT GOES ON HERE?



Why **SYNCHROME** *of Course!*

The ALUMINUM PAINT OF 1001 USES!

Inside or out . . . on bridges or bicycles . . . on boilers or basement walls Cres-Lite SYNCHROME is the finest paint protection you can buy. One coat covers most surfaces with a chrome-like finish unsurpassed for resistance to heat, moisture, fumes, weather and corrosion. Its high hiding power and durability make it the best pro-

tective coating for any interior or exterior surface. For complete details write TODAY for free copy of "A Guide To Using Aluminum Paint."

GUARANTEED—Cres-Lite SYNCHROME is a quick-drying synthetic resin oil paint guaranteed to contain only pure 325 mesh aluminum and the highest quality grades of oil, pigment and synthetic resins.



CRESCENT BRONZE POWDER COMPANY

116 WEST ILLINOIS ST., CHICAGO 10, ILLINOIS • 1841 SOUTH FLOWER ST., LOS ANGELES 15, CALIFORNIA



How's the HARDWARE BUSINESS?

January 1, 1948

ADVANCES

One line of competitively priced padlocks. Steel wool. Some tool boxes. One line of wrench keys. Leading makes of tile cutting nippers. Some sharpening stones. One make powdered glue. Flexible cement. One line enameled ware. One line wall type juice extractors. One line wall type can openers. Some coffee makers, accessories

DECLINES

One line of set screws.

Padlocks—One line of competitively priced padlocks was advanced about one third, the middle of December.

* * *

Steel wool—A leading maker of steel wool has advanced prices about four cents a pound.

* * *

Tool boxes—One line of steel tool boxes was advanced about 12½ per cent early in December.

* * *

Tile cutting nippers—Early in December several leading makes of tile cutting nippers advanced about 10 per cent. These brought the total advances since pre-war days to about 20 per cent.

* * *

Set screws—Prices on a leading line of set screws declined from 10 to 15 per cent early in December.

* * *

Wrench keys—Leading makes of wrench keys were advanced about 10 per cent early in December.

* * *

Sharpening stones — List prices on some numbers of a leading line of sharpening stones advanced in December, some of the increases being of sizeable proportions.

* * *

Glue—Some sizes of one leading line of powdered glue were advanced from 10 to 20 per cent in December, the smaller size in the line having increased 50 per cent.

Flexible cement—One maker advanced prices on sizes above the 25 cent seller, about 10 per cent, last month.

* * *

Enameled ware — A leading maker of enameled ware advanced prices about five per cent on its entire line, late in November.

* * *

Kitchen items — One leading maker of wall type juice extractors, can opener, etc., advanced prices about 10 per cent late in November.

* * *

Coffee makers — Cory Corp., Chicago, Ill., has announced slight price increases, effective Jan. 1, 1948, on some of its coffee brewers and accessories. The Cory model DNG, 2-4 cup rubberless brewer, for example, will be raised from \$4.75 to \$4.95. The Cory model DCG, 6-8 cup rubberless brewer becomes \$5.95 instead of present \$5.75 price. A new 10-12 cup rubberless model just added to the Cory line will be priced at \$6.95. In the Cory line of conventional rubber bushing type brewers the model DLG 7-cup brewer will be raised from \$4.45 to \$4.95. The model DKG regent 6-8 cup model goes from \$5.25 to \$5.50. In addition to the models shown above the prices of several model replacement bowls will be increased slightly. The price of the Cory 2-heat electric stove remains unchanged.

* * *

Steel allocations—Administration leaders and others who have suddenly begun plugging for legislative

allocation controls in the steel industry either are unfamiliar with current steel market conditions or else are willingly fostering propaganda in order to bring about such allocations. With few exceptions the tight steel supply, the current gray market and the condition of the raw material picture are no different than they have been for months on end, according to the Dec. 18, 1947 issue of *The Iron Age*, national metalworking weekly, with which **HARDWARE AGE** is affiliated. Nor will the carrying out of the Marshall Plan as far as steel is concerned create any tighter situation than has already been brought about by urgent steel exports during all of this year. Hundreds of steel users are still finding it difficult to obtain as much steel as they think is necessary to maintain schedules to meet demand for manufactured products. Most of these companies, however, on an actual tonnage basis are getting somewhat more steel than they were a year ago. Because of continuing demand it may be many months before steel supplies will even remotely catch up with total steel requirements. Past experience has shown that the imposition of allocations over only a part of steel distribution has made itself felt throughout the entire picture. According to information obtained by *The Iron Age*, consumers who are seriously short of material do not favor an imposed allocation control plan. They recall that earlier this year the purely voluntary freight car program under which the steel industry agreed to specific allotments made itself felt among all other types of steel users. In many cases the latter's steel supplies were pared down so that the car program could be served. Unless the steel industry and its leaders put up a stronger personal appeal or defense for the current record breaking output of steel production it may wake up to find that the pressure for an industrial straight-jacket has been too much for Congress. A few leaders have spoken out frankly and have made it plain that within the framework of voluntary distribution major essential steel users

have been taken care of as much as possible. The current dither about the gray market in steel has expanded all out of proportion to the size of such a market, says *The Iron Age*. This has come about because steel quotas for many customers were slashed to the bone in November and December as mills were unable to meet previous promises. This they could not do because of a coal strike last summer and because of a major labor tieup on a strategic industrial tieline railroad in the Pittsburgh district several months ago. There is little that the steel industry can do to alleviate the plight of steel users any more than has already been done. For that reason there is not a chance that output will be great enough for many a month to silence the insistent demand for some kind of "action." The only possible answer during the first 6 months of 1948 is the maintaining of the present high ingot rate—a feat which will depend on the weather, scrap market and availability of pig iron. Raw materials for steel-making have been tighter than a drum all year and yet the industry for the past 4 weeks has reached an all-time high for a peace period. The cold war between scrap suppliers and scrap consumers has produced no major casualties on either side. Quotations on scrap have been forced down by lack of large scale buying which must be resumed soon if steelmakers' inventory of scrap is not to melt away completely. The major test of present scrap prices is still to come. The steel ingot rate that week continued at 98 pct of rated capacity.

* * *

A big November — Says the American Iron and Steel Institute, November steel production was the highest ever attained during that month in peace time. Production of ingots and steel for castings, totaling 7,249,523 tons for the month, brought the total for the eleven-month period to 77,434,423 tons. This was 11,000,000 tons over total (12 months) 1946 output, and was about 25,000,000 tons over prewar 1939.

* * *

Aluminum sheets—Reflecting in part a "substitute" demand resulting from the dearth of steel sheets, Aluminum Company of America announced Dec. 11 that it would take no more orders for its sheets until early in 1948. This action was taken, the company explained, in an effort to protect its regular customers and to curb speculative buying. "Alcoa's" present backlog of orders for sheets runs clear through the first 1948 quarter; orders for second quarter delivery will not be accepted until next month. The heavy demand

You are invited to see



GAS SPACE HEATERS

CIRCULATORS—CIRCULATORS WITH RADIANTS—RADIANTS



FIREPLACE FURNISHINGS

ANDIRONS—FIRESETS—SCREENS—FIRELIGHTERS

KOL-GAS MAGAZINE HEATERS

FOR BURNING COAL OR WOOD

on display at Space 317, American Furniture Mart
Chicago, January 5-17, 1948

CHATTANOOGA IMPLEMENT & MANUFACTURING CO.

CHATTANOOGA, TENNESSEE

For you

SATISFIED SHARON DEALERS!



ANOTHER
fast-selling
SHARON GROUP
for
IMMEDIATE
DELIVERY

GROUP "B" ASSORTMENT

FOR \$28.90 YOU GET:

- 1—5 shelf rack
- 1—WW 1326—1326 Washers
11 sizes wrought steel washers from $\frac{1}{8}$ " to 1" bolt sizes
- 1—HN 218—218 Nuts
10 sizes USS SF Hex Nuts from $\frac{1}{4}$ " to 1" bolt sizes
- 1—HN 255—255 Nuts
8 sizes USS Hex Jam Nuts
8 sizes SAE Hex Jam Nuts from $\frac{1}{4}$ " to $\frac{3}{4}$ " bolt sizes
- 1—HN 388—388 Nuts
5 sizes SAE Castle Max Nuts
8 sizes SAE SF Hex Nuts from $\frac{1}{4}$ " to $\frac{3}{4}$ " bolt sizes
- 1—SC 140—140 Screws
16 sizes Socket Hd Cap Screws (Allen Type)

Total Space 1 FOOT

Total Investment \$28.90

Total Profit \$30.35

Every item is electro galvanized and clearly marked.
Easy to find—always in place.

Sharon Bolt and Screw Co.
BOSTON 10, MASS.



Planet Jr. Vegetable Growing Equipment was featured as a display representing Agriculture in Pennsylvania in connection with observance of Pennsylvania Week, Philadelphia. The line has been developed in conjunction with the needs of dirt farmers. The Planet Jr. Tractor was one of the display items. In addition the Combination Wheel Hoe & Seeder and the Planetized Tillage Steels which are used wherever food is grown, occupied a prominent place in the display. S. L. Allen & Co., Inc., has manufactured Planet Jr. since 1871.

for aluminum sheets is the result largely of shortages of other materials, such as steel, says Alcoa.

* * *

Steel shortage hits auto parts—The shortage of steel continues to be the major problem confronting manufacturers of automotive parts and accessories, industry spokesmen said at the recent Automotive Service Industries show in Chicago. In many instances manufacturers must wait six months for materials, and are several months behind in filling orders for many items. Buyers were said to be placing orders for three months in advance or more for scarce products. Shortages were reported for most metal automotive parts, including bearings and valves. Also described as critical was the lack of supplies of permanent types of anti-freeze, hydraulic brake fluid, and containers for motor oils.

* * *

Profit margins — Profits of manufacturing corporations have averaged less than 5 per cent of sales in most industries in recent years, despite the large growth in aggregate profits, the National Association of Manufacturers said, in a recent survey. For the 20 different industries sampled, profit margins under 5 per cent during the last six years outnumbered those above 5 per cent, three to one. This was after eliminating inventory markups. Before inventory adjustment, the margins under five per cent outnumbered those above about two to one. "No major manufacturing industry has had a final average profit margin as high as 10 per cent on sales in any one of the last six years,

either before or after inventory adjustment," said the N. A. M. In the manufacture of food products the profit margins average less than 2½ cents per dollar of sales, yet food is the most pressing problem in the current discussion of prices, the Association continued. "The iron and steel industry shows profit margins not over five per cent for each of the last five years, even

before inventory adjustment. The automobile field has not even matched the moderate profits of steel, on this basis, and it actually lost money in 1946." Average corporate profits after inventory adjustment in 1946 were 4.4 per cent of national income, compared with 5.9 in 1939 and 10.2 per cent in 1929. In the second quarter of 1947 they were at an annual rate of 6.3 per cent.

* * *

Industrial rubber curbs lifted — Removal of all restrictions on manufacturing uses of natural rubber latex, except in certain sizes of seat cushions, has been announced by the Office of Materials Distribution, of the Department of Commerce.

* * *

Final 1947 cotton report —

On December 8, the U. S. Department of Agriculture, in its final report of the year, estimated the 1947 cotton crop at 11,694,000 bales of 500 pounds. This is an increase of 189,000 bales from the preceding month's estimate. The crop totaled 8,640,000 bales last year, and averaged 12,390,000 bales for the 1936-45 ten-year period. The indicated yield of lint cotton per acre was put at 265.4 pounds compared with 235.3 last year and 250.6 for the ten year average. The acreage harvested was reported sharply up, compared with last year, but about 10 per cent under the 10-year average.



J. B. Hunter, Boston, Mass., on the morning following the Food Conservation radio talk by President Truman and Charles Luckman, devised the window display shown above.

Replacement tires and batteries—Efforts are being made by the oil companies and gasoline service stations to get a larger share of the country's billion dollar tire and battery business. Better sales methods and more aggressive tactics are being urged, to meet the competition of the "conventional" sales agencies. G. L. Sweitzer, manager of the retail department of Shell Oil Co., New York, estimated lately that sales of tires and tubes, batteries and major accessories will total \$1,736,010,000 in 1947 and \$1,606,563,000 in 1948. Of this he estimated the service stations will get some 32 per cent in 1947, and a less percentage in 1948. He figured that the oil companies will get about 17 and one-half per cent in 1947 and 16 per cent in 1948. One of the major factors helping filling station business has been the change in shopping habits in many large city areas. Traffic congestion has caused the former concentration of shopping and business in the center of cities to break up, with new shopping centers being formed on city outskirts.

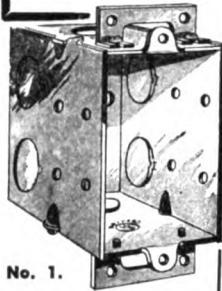
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Building in November—The U. S. Bureau of Labor Statistics reports that construction activity fell off in November, but showed less than the normal seasonal decline. Expenditures in November for all types of construction—new work as well as building repairs—totaled \$1,456,000. This was five per cent under the estimate for October, the peak month of 1947. However, compared with Nov., 1946, expenditures for new construction and repair work showed a gain of 26 per cent. A new high level was reached in homebuilding, while commercial construction continued to advance. Homebuilding expenditures reached an all time high, with privately financed construction of new non-farm dwellings totaling \$525,000,000, or \$10,000,000 above the October figure. New home building accounted, in November, for 55 per cent of all dollars spent and all workers employed, on privately financed projects.

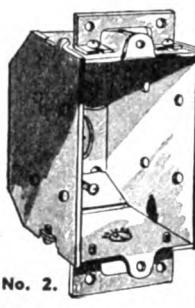
* * *

Fine nine-month showing—Construction activity in the first nine months of 1947 exceeded the entire 1946 totals in 17 states, and there are indications this year's building volume throughout the United States will be larger than that of last year in nearly all parts of the country. So says the U. S. Department of Commerce. The dollar volume of new construction put in place in the United States in the third quarter this year was 3 billion 662 million dollars, compared with 2 billion 901 million dollars in the second quarter, an increase of 26 per cent. All states

Electric Switch and Outlet Boxes Available for Immediate Shipment



No. 1.
2½" deep, ½" knockouts, ears attached.



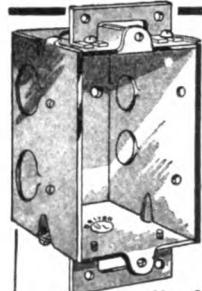
No. 2.
2½" deep, romex clamps, ears attached.

Aluminum electric switch and outlet boxes . . . approved by Underwriters Laboratories, Inc., Chicago, and REA.

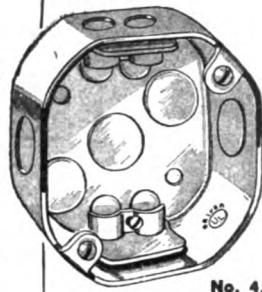
Immediate Delivery of any quantity desired. All boxes guaranteed against defective workmanship or material. Check these features:

- Precision made. Die stamped, press formed from .091 gauge sheet aluminum. Conform to all building codes and requirements.
- Longer lasting—rust & acid resistant.
- Light weight—easy to handle, inexpensive to ship.
- Sturdy construction—will not bend or break.
- Easy knockouts.

Write today for information and jobber discount.



No. 3.
2" deep, ½" knockouts, ears attached.



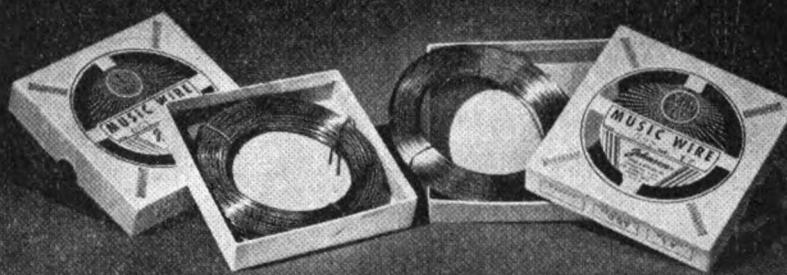
No. 4.
4" Octagon, 1½" deep, three ½" knockouts and 4 loom knockouts in bottom, with clamps. Two ½" knockouts and 4 loom knockouts in sides. One piece draw.

W. T. DRIVER, Manufacturer

2646 37th Ave. So. Mpls. 6, Minn.

JOHNSON XLO MUSIC SPRING WIRE . . . the wire of a thousand uses comes to you attractively packaged for display and handling . . . units of ¼ lb., ½ lb., and 1 lb., in full range of sizes. Customers looking for small amounts of spring wire for any of countless uses are readily supplied by means of this handy package.

Order through your wholesaler or nearest Johnson branch.



JOHNSON
STEEL AND WIRE COMPANY, INC.
WORCESTER 1, MASS.
NEW YORK DETROIT AKRON CHICAGO LOS ANGELES TORONTO

showed "substantial" increases both in total new construction and in private construction, the Department said.

* * *

Another new price peak— From Washington, the Labor Department reported that average wholesale prices went up 0.4 per cent in the first December week, setting a new postwar record. This was the fourth straight week that average prices for the Department's "900 basic commodities" had in-

creased. As of Dec. 6, average wholesale prices were 14.9 per cent above late Nov., 1946, and only about 4 per cent below the all-time record set shortly after the end of World War I. Prices for farm products rose 0.9 per cent, and all commodities other than farm products and foods went up 0.4 per cent. The Associated Press also reported that its wholesale price index set a record high on Dec. 10, of 206.31 per cent of its 1926 "par."

Department store gains— By report of the Federal Reserve Board, the nation's department store sales rose 7 per cent in the week ended Dec. 6 and 9 per cent in the latest four weeks, compared with corresponding year-ago periods.

* * *

Bendix lines— Continuing high production in November, Bendix Home Appliances, Inc., produced approximately 65,000 units, including 51,000 automatic washing machines, 4,500 automatic home ironers and 9,500 automatic clothes dryers. November production of washers was 56 per cent greater than a year previous, and the 11 month total was more than double that of 1946. Production, up to Dec. 1, was 558,500 washers, 43,000 ironers and 40,250 dryers.

* * *

Gas industry customers— The American Gas Association recently announced that as of Sept. 30, 1947, the gas utilities were serving 21,200,000 customers, an increase of three per cent over the corresponding 1946 figure. Residential customers totalled, 19,700,000, a gain of 2.6 per cent. Commercial and industrial customers increased to the extent of 9.4 per cent and 2.3 per cent respectively.

* * *

"Harvester" and Hudson advance— On Dec. 10, International Harvester Co. increased prices on most of its products, said to average 5 per cent above preceding list prices and 2 per cent above the levels of March 9, 1947, when reductions were made. The purpose of the price increases is to correct a situation where many products are being produced at a loss, J. L. McCaffrey, president, said. Increased cost of materials, wages and transportation were cited as reasons for the action. Farm tractors are increased by 6.4 to 12.8 per cent, farm implements from 1.4 to 19.8 per cent, industrial power products from 4.1 to 19.3 per cent, and light and medium trucks from 1.9 to 4.9 per cent. Prices of Farmall Cub and A tractors, cotton pickers, and heavy duty motor trucks are unchanged. The price of a new sugar beet harvester is reduced. New Hudson automobiles, which went on display in dealer showrooms over the Dec. 6 week-end, are priced approximately 11 per cent higher than 1947 models. Factory list prices range from \$1,762 to \$2,100.

* * *

New power peak— The Edison Electric Institute reports that the nation's power output in the week ended Dec. 6 established a new record at 5,217,950,000 kilowatt-hours.

Poloron Products Devises "Great Outdoors Deal"

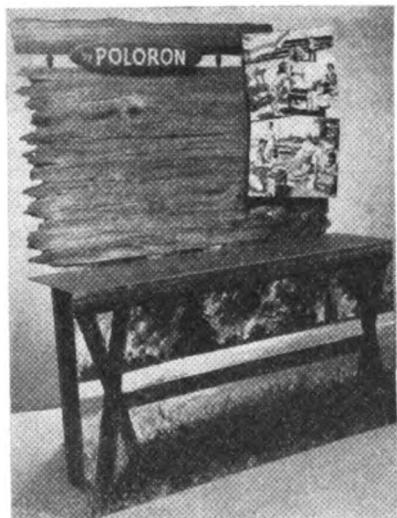
POLORON PRODUCTS, INC., New Rochelle, N. Y., is offering a promotion project to dealers called the "Great Outdoors Deal." The manufacturer provides point-of-sale ad material to make his products the center of the store's outdoor department. Unique is the manner in which Poloron has included advertising material for "outdoor" merchan-

dise related to his own but not manufactured or sold by Poloron.

Colorful window streamers are provided for fishermen's needs, bathing and boating supplies, pocket knives and flashlights. Model window and store display pictures show not only Poloron products grouped in the display but fishing rods and reels, guns, knives and other outdoor products as well.

The dealer is required to purchase \$100 worth of merchandise at his cost including the following specific items: one Thermaster bottle with fold-away faucet, one Thermaster bottle plain, one Thermaster refrigerator and one Woodland Grill. The dealer is supplied with—lithographed display stand printed in eight colors, 38 by 42 in., three window posters in four colors, 21 in. high, window streamer, "Enjoy the Great Outdoors," in three colors, 42 in. long, five window strips on related items in four colors, local advertising mat service on eight various sized ads, and news releases for use by the dealer locally.

Entire promotion plan is explained in a 16 page booklet Poloron has released to the trade.



The Poloron lithographed display stand in eight colors, 38 by 42 in.



Not only Poloron products but other outdoor items of the dealer's own choice can be built around the display for window or store use.

Debating cash discounts again—The National Industrial Conference Board again has been discussing the pros and cons of "cash discounting." While it is known that many manufacturers are opposed to the practice of granting discounts to buyers who pay cash, the Board finds a substantial group which considers cash discounts justified, as a means of reducing collection costs and bad debt losses. "The predominant opinion among producers, it says, is that cash discounts have no economic value, but are a carry over from earlier days when money was scarcer, credit risks greater, and collection procedures more costly than they are now." However, advocates of the cash discount contend that any saving made through its abolition or reduction would be offset by increased collection costs. Some said discounts have aided materially in cutting bad debt losses and serving as a barometer of credit risks. "A few executives feel the cash discount actually is a psychological trick," the report said. "They said its cost is figured into the price of the items sold, and there is no real saving to the buyer who avails himself of it. What really happens, these assert, is that the late payer is penalized by the loss of discount."

* * *

Winter sports "hopeful" — Sporting goods dealers, who watch the weather forecasts as closely as any grain trader, say that this year's cold spell has reacted so favorably on the public that a good selling season in winter sports goods is indicated. This, of course, depends further on the weather. A lot of really cold weather and snow in December is a prime necessity for the sporting goods trade. Jobbers and manufacturers also are awaiting the season's test with more than ordinary interest. Jobbers were late last spring in placing their orders for such items as ice skates and skis, and as a result manufacturers' output was well below capacity. Retailers are in no mood to trust the weather after their experience last June, but they think the ice skate and ski season will be very good, if a lengthy freezeup takes place. In addition, they point out that both items are getting less dependent on the weather man. There are many indoor ice skating rinks, they explain, and snow-sports resort facilities are steadily becoming more plentiful. In earlier sports there were disappointments. Hunting equipment sales were hard hit by the more stringent regulations—shorter seasons and lower bag limits—for ducks and pheasants. However, there still is a big demand for sporting equipment and many items remain in shorter supply than dealers would like.

Sell 'em NOW for Work or Sport -

The Best Are BETTER BRAND mouse and rat TRAPS

- METAL OR WOOD TRIGGER
- FOUR-WAY ACTION
- OIL TEMPERED SPRINGS

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Marengo, Illinois

ARMSTRONG BROS.
CUT FASTER, STAY SHARP

Machined from special alloy tool steel, oil tempered and hardened, ARMSTRONG BROS. Knife Blade Cutter Wheels, penetrate pipe easily, cut smoothly and rapidly, and hold their keen edge. They come in sizes and types for all makes of pipe cutters, and are stocked by leading tool departments everywhere.

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Small and large sizes for holding tools, garden implements, kitchen utensils, etc. Nickel plated. Packed on cards 6 doz. to a box. Units (3 doz. large and 1 doz. small). Retail at 10¢ each. Circulars on request.

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SUPERIOR FASTENER CORP.
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"SUNSHINE" French Process CHAMOIS

MADE IN U. S. A.

ASK YOUR JOBBER
FOR OUR DOUBLE DUTY CHAMOIS
DOUBLE VALUE TO THE CONSUMER

HOYT & WORTHEN TANNING CORP.
HAVERHILL, MASS.

Coming Conventions and Events

Corrected Each Issue According to Latest Data

Ace Hardware Corp., annual convention and exhibit, Jan. 25-28, 1948, at the Hotel Sherman, Chicago. E. G. Linquist, vice-president and secretary of the Ace Hardware Corp., 1319 S. Michigan Ave., Chicago, is in charge of the convention.

Alabama, Retail Hardware Association of, annual convention, May 13-14, 1948, at the Admiral Sims Hotel, Mobile, Ala. Mrs. J. H. Crowe, 509 No. 19th St., Birmingham 3, Ala., secretary-treasurer.

Air Conditioning Exposition, 8th International Heating and Ventilating Exposition, Feb. 2-6, 1948, at the Grand Central Palace, New York City.

Albany Sportsmen's and Boat Show, Feb. 28-March 7, 1948. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

American Hardware Manufacturers Association, 94th semi-annual convention meeting jointly with the 57th annual convention of the Southern Wholesale Hardware Association, April 5-8, 1948, with headquarters and meetings at the Netherland Plaza Hotel, Cincinnati, Ohio. Charles F. Rockwell, 342 Madison Ave., New York City, is secretary-treasurer of the manufacturers' association and T. W. McAllister, Orlando, Fla., is secretary of the wholesalers' association. Applications for rooms at the Netherland Plaza Hotel and cooperating hotels must be sent direct to the Housing Bureau, 910 Dixie Terminal Bldg., Cincinnati 2, Ohio, and on official association application blanks.

American Hardware Supply Co. annual dinner meeting and exhibit, Jan. 26-28, 1948, at the company's warehouses, 41-43 Terminal Way, South Side, Pittsburgh, Pa. William M. Stout, executive vice-president, general mgr.

American Toy Fair, New York City, March 8 to 20, 1948, with exhibits at 200 Fifth Ave., 1107 Broadway and other permanent showrooms and at the Hotel McAlpin. Horatio D. Clark, managing director, Toy Manufacturers of the U. S. A., Inc., 200 Fifth Ave., New York 10, N. Y., is manager of the American Toy Fair.

Arkansas Retail Hardware and Implement Assn., convention and exhibit, Feb. 16-18, 1948, at Little Rock, A. W. Porter, Lafayette Hotel, Little Rock, secretary.

Bicycle Institute of America, annual convention, Jan. 19-23, 1948, at the Flamingo Hotel, Miami Beach, Fla. Association headquarters, Room 1215, 10 Rockefeller Plaza, New York 10, N. Y.

Buffalo Sportsmen's and Boat Show, April 17-25, 1948. Retails from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

Canadian National Sportsmen's Show, March 13-21, 1948, at Toronto. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

California Gift and Art Show, Jan. 25-30, 1948, in Los Angeles, Calif., at the Brack Shops Bldg., Brockman Haggarty Bldg., Merchandise Mart and the Alexandria Hotel.

California Retail Hardware Association, annual convention, Feb. 16-18, 1948, at the Western Merchandise Auditorium, San Francisco, Calif. LeRoy Smith is manager-treasurer with headquarters at the Western Merchandise Mart, Suite 262, 1355 Market St., San Francisco 3.

Coast-to-Coast annual meeting and exhibit, Feb. 9-11, 1948, at the company's quarters, 29-43 Main St., S. E. Minneapolis 14, Minn.

Connecticut Hardware Association, annual convention, Feb. 10-11, 1948, at the Hotel Taft, New Haven, Conn. Ned Russell, Harris Hardware, Southport, Conn., secretary.

Franklin Hardware & Supply Co. annual stockholders' meeting and exhibit, Feb. 3, 1948, at the company's offices and warehouse, 918-928 N. Delaware Ave., Philadelphia, Pa. F. Leon Herron, general manager.

Hardware Golf Association, 22nd annual tournament Sept. 9-11, 1948, at the French Lick Springs Hotel, French Lick, Ind. Ditz Luak, Henry Disston & Sons, Inc., Kansas City, Mo., secretary-treasurer.

Illinois Retail Hardware Association, annual convention and exhibit, Feb. 24-26, 1948, at the Hotel Sherman, Chicago, Ill. William F. Ewert, 1194 Merchandise Mart, Chicago 54, Ill., managing director.

Indiana Retail Hardware Association, annual convention and exhibit, Jan. 27-29, 1948, at the Murat Temple, Indianapolis, Ind. G. F. Sheely, 333 No. Pennsylvania St., Indianapolis 4, Ind., managing director.

Iowa Retail Hardware Association, 50th annual convention and hardware show, Feb. 10-13, 1948, in Des Moines, Iowa. Hotel Savery, is convention headquarters, exhibit held in Coliseum Building. Philip R. Jacobson, Mason City, Iowa, secretary.

Kentucky Hardware and Implement Association, annual convention and exhibit, Jan. 19-23, 1948, at the Seelbach



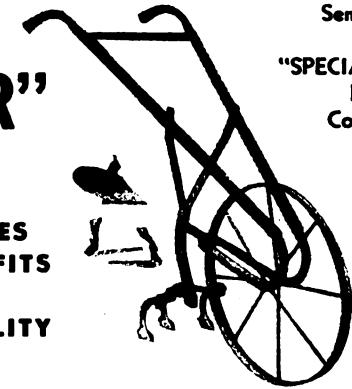
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GEYER LINE
OF FARM AND GARDEN TOOLS

MORE SALES
MORE PROFITS
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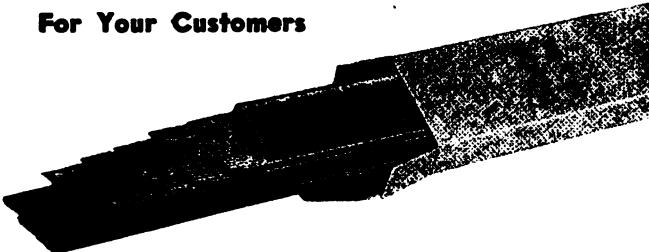
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Illustrating
Complete Line

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A New Convenience
For Your Customers



Here is enough bronze weather stripping in a small compact package to completely weather strip a door 36" x 84". Nails, screws and instructions for installing are included in the package so that any "handy man" can easily weather strip a door. The complete package down to the nails is of the best material obtainable, and will give your customers real satisfaction.

*Send for prices and
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National Metal Products Company
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AmaliteTM Friction Holding CLUTCH HEAD SCREWDRIVER ASSORTMENT

Shockproof Heavy Duty Unbreakable Amber Handles
Highly Polished Ground Blades of Correctly Hardened and Tempered
ALLOY TOOL STEEL—securely anchored in handles.

A NEW GREAT TOOL!

A GREAT PROFIT
BUILDER!

Attractive, Four-Color
COUNTER
DISPLAY CARD
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SALESMAN!

Stock No. U-320
Consisting of:

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Packed 1/2 Doz. to Box
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● PACKED IN CARTONS ●



SILVER LAKE CO.

Mills and Sales Office
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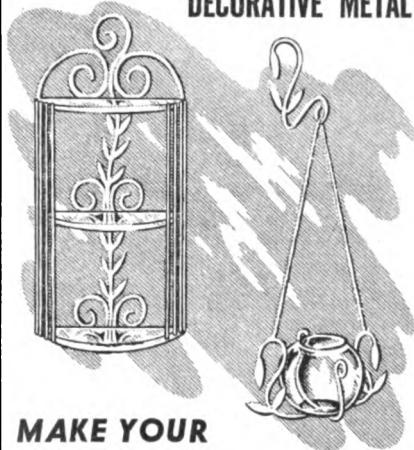
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Smart New Accessories in DECORATIVE METAL



MAKE YOUR WALL SPACE PROFIT SPACE

GKS wall brackets, wall shelves, are designed to sell in your store. If you are not yet handling this fine line of profitable metalcraft, WRITE FOR DETAILS TODAY!

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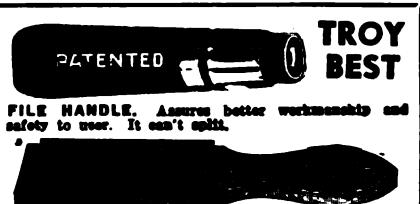


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FILE HANDLE. Assures better workmanship and safety to user. It can't split.

FILE CARD—cleans files, tape and dies quickly and thoroughly.

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Hotel, Louisville, Ky. Morris Jones, 501 Republic Building, Louisville 2, Ky., secretary.

Louisiana Retail Hardware Assn., annual convention and exhibit to be held jointly with the Mississippi Retail Hardware and Implement Assn., June 7-9, 1948, at the Hotel Buena Vista, Biloxi, Miss. David O. Mansfield, 226 S. State St., Jackson, Miss., secretary of both associations.

Marshall-Wells Association Stores Congress, joint Billings and Duluth branches meeting, March 8-10, 1948, at Duluth, Minn., and joint Spokane and Portland branches, April 12-14, 1948, at Portland, Ore. Details are tentative.

Metropolitan Home Show, April 17-24, 1948, at Grand Central Palace, New York City. Details from Campbell-Fairbanks Exposition, Inc., Park Square Bldg., Boston, Mass.

Michigan Retail Hardware Association, annual convention and exhibit, Feb. 24-27, 1948, in Grand Rapids, Mich. Pantlind Hotel is convention headquarters, exhibit at Civic Auditorium. Harold W. Schumacher, 1112 Olds Tower, Lansing 8, Mich., manager.

Mill Supply Joint Regional Meetings of the American Supply & Machinery Manufacturers Assn., 1108 Clark Bldg., Pittsburgh, Pa.; National Supply & Machinery Distributors' Assn., 505 Arch St., Philadelphia, Pa., and the Southern Supply & Machinery Distributors' Assn., 712 Volunteer Bldg., Atlanta, Ga., will be held as follows: at Newark, N.J.; Jan. 8, 1948, at the Edgewater Gulf Hotel, Biloxi, Miss.; Jan. 14, 1948, at the Copley-Plaza Hotel, Boston, Mass., and March 23, 1948, at the Palmer House, Chicago.

Minnesota Retail Hardware Association, annual convention and exhibit, Jan. 27-29, 1948, at the St. Paul Auditorium, St. Paul, Minn. C. J. Christopher, Nicollet at 4th, Minneapolis 4, Minn., manager.

Mississippi Retail Hardware and Implement Assn., annual convention and exhibit to be held jointly with the Louisiana Retail Hardware Assn., June 7-9, 1948, at the Hotel Buena Vista, Biloxi, Miss. David O. Mansfield, 226 S. State St., Jackson, Miss., secretary of both associations.

Missouri Retail Hardware Association, annual convention and exhibit, Feb. 24-26, 1948, at the Jefferson Hotel, St. Louis, Mo. Louis C. Kreh, 1189 Arcade Bldg., 812 Olive St., St. Louis, Mo., secretary.

Mountain States Hardware and Implement Association, annual convention, Jan. 14-15, 1948, at the Cosmopolitan Hotel, Denver, Colo. Mrs. Margaret A. Barlett, 637 Pine St., Boulder, Colo., secretary.

National Housewares Show, Jan. 15-22, 1948, at the International Amphitheatre, Chicago Stockyards, sponsored by the National Housewares Manufacturer's Association, 1402 Merchandise Mart, Chicago, Ill. A. W. Buddenberg is executive secretary of the association.

National Retail Hardware Association, 49th annual Congress, July 12-15, 1948, Chalfonte-Haddon Hall Hotel, Atlantic City, N.J. Sessions at Haddon Hall, Rivers Peterson, 333 No. Pennsylvania St., Indianapolis, Ind., managing director.

National Sportsmen's Show, Feb. 14-22, 1948, at Grand Central Palace, New York City. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

Nebraska Retail Hardware Association, annual convention and exhibit, Feb. 25-27, 1948, at Omaha, Neb. Meetings at Hotel Paxton, exhibit at City Auditorium. C. A. McCoy, 325 Insurance Bldg., Lincoln, Neb., secretary.

New England Electrical Show, April 3-10, 1948, at the Mechanics Bldg., Boston, Mass. Complete information from Campbell-Fairbanks Exposition, Inc., Park Square Bldg., Boston, Mass., and 139 E. 47th St., New York City.

New England Hardware Dealers Association, annual convention and exhibit, Feb. 24-26, 1948, at the Hotel Statler, Boston. Russell Mueller, 185 Dartmouth St., Boston 16, secretary.

New England Housewares Show, Feb. 16-20 at the Parker House, Boston, Mass. Show committee has offices in Room 282 of Parker House. Robert Uek is chairman.

New England Modern Homes Show, May 24-29, 1948, at the Mechanics Bldg., Boston, Mass. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

New England Sportsmen's and Boat Show, Jan. 31-Feb. 8, 1948, at the Mechanics Bldg., Boston, Mass. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

New York State Retail Hardware Association, annual convention and exhibit, Feb. 17-19, 1948, at Buffalo, N.Y. Convention headquarters at Statler Hotel, exhibit at Memorial Auditorium, Nicholas H. Kiley, 58 Hills Building, Syracuse 2, N.Y., secretary.

North Coast Retail Hardware Association, annual convention, Feb. 8-10, 1948, at the Multnomah Hotel, Portland, Ore. D. D. Stewart, 714 American Bank Bldg., Seattle 4, Wash., secretary.

North Dakota Retail Hardware Association, annual convention and exhibit, March 23-25, 1948, at Fargo, N.D. Convention headquarters at



- CABINET HARDWARE
- BUILDERS HARDWARE
- CABINET LOCKS
- SCREWS AND BOLTS
- SASH HARDWARE

DISTINCTIVE HARDWARE ALL FROM 1 SOURCE

NATIONAL LOCK COMPANY • ROCKFORD, ILLINOIS

LAWN
SPRINKLER



PEERLESS
HYDRO-MIST
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IT REVOLVES

Metal Base with
Spike • Sprinkles
30 ft. radius •
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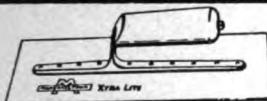
THE ROPE YOU CAN TRUST BECAUSE IT IS ENGINEERED FOR YOUR JOB

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FOSTER Aluminum Alloy "D" HANDLE GRIP

Sells on sight with every shovel, grain scoop, garden tool, etc., and as replacement handle. Exceptional mark-up! Heavy duty with sure grip handle design. Hard, virgin Aluminum Alloy for extra wear without rust. Save 66 2/3 on freight!

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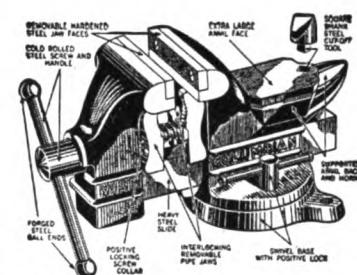
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• AND DURABILITY •

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★ Columbian Vises are the standard for strength, workmanship and dependability. Columbian Vises offer your customers the greatest value in efficient and economical vise equipment. All types for all work. See your distributor.

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GALVANIZED
BEFORE WEAVING

POULTRY NETTING

1" MESH—20 Ga.
2" MESH—20 Ga.
12" to 72" Widths

POULTRY and RABBIT FENCING

48", 60" & 72" Widths

Write for New Price List!



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BOOT FOOT
FISHING WADERS

HODGMAN

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FRAMINGHAM, MASSACHUSETTS

261 FIFTH AVE., N. Y. C. 16, N. Y.

15 NORTH JEFFERSON ST., CHICAGO 6, ILL.
121 SECOND ST., SAN FRANCISCO 5, CALIF.

Hotel Gardner, meetings at the Town Hall, exhibits at the Fargo Auditorium. Miss Clarine Sherwood, 21 Clifford Building, Grand Forks, N. D., secretary.

Northern Wholesale Hardware Co., annual dealer meeting during month of February in company's own quarters, 805 N. W. Glisan St., Portland, Ore.

Ohio Hardware Assn., annual convention and exhibit, Feb. 3-6, 1948, at the Cleveland Public Auditorium, Cleveland, Ohio. John B. Conklin, 198 S. High St., Columbus, Ohio, secretary.

Oklahoma Hardware and Implement Association, annual convention and exhibit, Feb. 3-5, 1948, at Oklahoma City, Okla. Meetings and exhibit at Municipal Auditorium. R. K. Thomas, 711 Wright Building, Oklahoma City 2, Okla., secretary.

Panhandle Hardware and Implement Association, annual convention Feb. 9-10, 1948, at the Herring Hotel, Amarillo, Tex. Mrs. C. L. Thompson, Canyon, Tex., secretary-treasurer.

Pennsylvania and Atlantic Seaboard Hardware Association annual convention and exhibit, Feb. 9-12, 1948, at Convention Hall, Philadelphia, Pa. W. Glenn Pearce, 400 N. Broad St., Philadelphia, Pa., managing director.

Rochester Sportsmen's and Boat Show, March 27-April 4, 1948. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

South Dakota Retail Hardware Assn., annual convention and exhibit, March 16-18, 1948, at the Sioux Falls, S. D., Coliseum. Convention headquarters at the Hotel Cataract. Earl Erlandson, Cottonwood, S. D., secretary.

Southern California Retail Hardware Association, convention and exhibit, Feb. 17-19, 1948, at Long Beach. A. C. Kammeier, 416 W. 8th St., Los Angeles 14, secretary.

Southern Wholesale Hardware Association, 57th annual convention meeting jointly with the 94th semi-annual convention of the American Hardware Manufacturers Association, April 5-8, 1948, with headquarters and meetings at the Netherland Plaza Hotel, Cincinnati, Ohio. T. W. McAllister, Orlando, Fla., is secretary of the wholesalers' association. Charles F. Rockwell, 342 Madison Ave., New York City, is secretary-treasurer of the manufacturers' association. Applications for rooms at the Netherland Plaza Hotel and cooperating hotels must be sent direct to the Housing Bureau, 910 Dixie Terminal Bldg., Cincinnati 2, Ohio, and on official association application blanks.

Sportsmen's Shows, Boston, Jan. 31-Feb. 8, 1948; New York, Feb. 14-22, 1948; Albany, N. Y.; Feb. 28-March 7,

1948; Toronto, March 13-20, 1948; Rochester, N. Y.; March 27-April 4, 1948; Buffalo, April 17-25, 1948. Complete information available from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass., and 139 E. 47th St., New York City.

Tennessee Retail Hardware Association, annual convention, Feb. 23, 24, 1948 (tentative), at the Andrew Jackson Hotel, Nashville, Tenn. Morris Jones, 501 Republic Building, Louisville 2, Ky., secretary.

Texas Hardware and Implement Association, convention and exhibit, Jan. 26-28, 1948, at Dallas. Meetings at Baker Hotel; exhibit at Adolphus Hotel. R. M. Souder, 814-15 Texas Bank Bldg., Dallas, secretary.

Triple Mill Supply convention, April 26-28, 1948, at Atlantic City, N. J. Sponsoring associations are the American Supply & Machinery Manufacturers' Assn., Inc., general manager, R. Kennedy Hanson with headquarters at 1108 Clark Bldg., Pittsburgh 2, Pa.; National Supply & Machinery Distributors' Assn., secretary-treasurer, Henry R. Rinehart with headquarters at 505 Arch St., Philadelphia 6, Pa.; Southern Supply & Machinery Distributors' Assn., secretary-treasurer, E. L. Pugh, 712 Volunteer Bldg., Atlanta 3, Ga. The first Conference Booth Program will be held concurrently with the convention at the Atlantic City Auditorium.

Virginia Retail Hardware Assn., annual convention and exhibit, March 23-25, 1948, at Roanoke, Va. Meetings at Hotel Roanoke; exhibit at City Auditorium. G. T. Amohundro, Jr., Scottsville, Va., secretary.

Western Retail Implement and Hardware Association, annual convention and exhibit, Jan. 20-22, 1948, at Municipal Auditorium, Kansas City, Mo. Hardware and farm equipment forums will be held Jan. 19 at 8:00 p. m. Frank H. Spink, 322 Scarritt Building, Kansas City 6, Mo., secretary-treasurer.

West Virginia Hardware Association, convention, Feb. 16-17, 1948, at Clarksburg. James C. Fielding, 1628 McClung St., Charleston 1, secretary.

Wisco Hardware Co., 21st annual merchandising school and sales show, Feb. 9-11, 1948, at 15 So. Bearly St., Madison, Wis.

Wisconsin Retail Hardware Association, annual convention and exhibit, Feb. 3-5, 1948, at the Milwaukee Auditorium, Milwaukee, Wis. H. A. Lewis, Stevens Point, Wis., secretary.

World Hobby Exposition, Feb. 21-28, 1948, at the Coliseum, Chicago. Sponsored by World Hobby Exposition, Inc., 331 Madison Ave., New York City.

Brushes
CARDED OR IN BULK

Send for 1948 Catalog

M. GRUMBACHER

464 WEST 34th STREET, NEW YORK 1, NEW YORK
M. GRUMBACHER OF CANADA LTD., 179 KING STREET W., TORONTO, ONTARIO

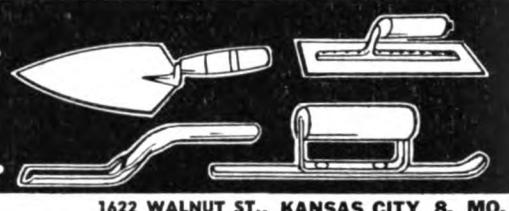


As a forward looking manufacturer you want to see your products find new markets and to assure a steady flow of orders. Your answer is Tru-Test . . . the proven system of distribution that "follows through" from factory to consumer.

TRU-TEST DIVISION OF OAKES & COMPANY
650 SOUTH CLARK STREET • CHICAGO 5, ILLINOIS

GOLDBLATT
TOOLS

GOLDBLATT TOOL CO.



1622 WALNUT ST., KANSAS CITY 8, MO.

THE BEST GUN-CLEANING ROD and BRUSH MERCHANDISING DEAL on the MARKET

Quality merchandise. Famous Mill-Rose reputation. Exclusive features. New packaging. Effective selling aids. Consistent advertising in FIELD & STREAM, SPORTS AFIELD, OUTDOOR LIFE, AMERICAN RIFLEMAN. Only the Britton line can offer you all these sales-making advantages — stock it now!



Exclusive Features!

FREE DISPLAY SIGN — GET PROFITABLE MILL-ROSE PROPOSITION FROM YOUR JOBBER TODAY!

THE MILL-ROSE COMPANY, Dept. HA
1983 EAST 59th STREET CLEVELAND 3, OHIO

IT'LL PAY YOU TO STOCK THE JOHN ALDEN KNIGHT LINE!

You can cash in on this quick-turning, high-profit line of John Alden Knight Flies and Streamers. Designed by Knight for his own personal use, this line is now available to fishermen everywhere. This line is to be advertised nationally in Field and Stream and Outdoor Life for the 1948 Trout Season. Packed in attractive plastic counter display pieces, every Fly bears Mr. Knight's signature. If you are not stocked on the John Alden Knight line, Send for our catalog at once!

EXCLUSIVE MAKERS

BENNETT MILLARD FISHING TACKLE, INC.
130 WASHINGTON AVE. • BINGHAMTON 10, N.Y.

YOU CAN'T BEAT SWISS FORMULA PLASTIC-METAL

- Speedy Drying
- Weld Like Adhesion
- Easy Working
- Perfect Feather Edging
- Won't Loosen or Crack
- Priced Right

GOOD PROFITS

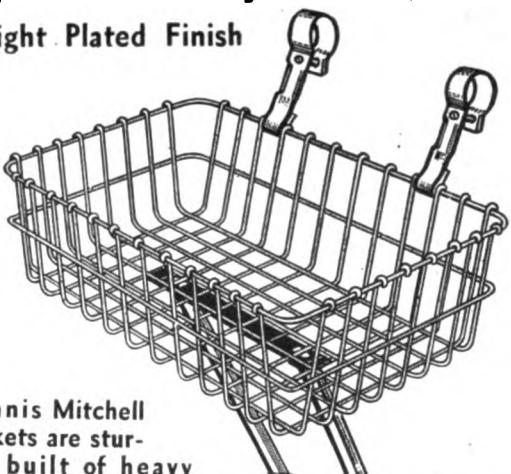


SWISS PROTECTS THE JOBBER
LABORATORY

1533-35 Hamilton Ave., Cleveland 14, Ohio

Bicycle & Tricycle Baskets

in Bright Plated Finish



Dennis Mitchell Baskets are sturdily built of heavy gauge metal to withstand hard riding. The strongest, most durable baskets ever made. A fast selling product. Write for catalog sheets today. Manufactured from raw material to finished product.

EXCLUSIVE TERRITORIES NOW AVAILABLE

DENNIS MITCHELL INDUSTRIES
4424 PAUL STREET • PHILADELPHIA 24 PENNA.

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Classified Advertising Rates

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etc., will not be forwarded to box number
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postage for mailing.

HARDWARE AGE is published every other
Thursday. Classified forms close 15 days
previous to date of publication.

Address your correspondence and replies to

HARDWARE AGE Classified Opportunities Dept.

100 East 42nd St., New York 17, N. Y.

Help Wanted

ASSISTANT SALES MANAGER

PROMINENT TOOL MANUFACTURER
SELLING ONLY TO WHOLESALERS
WILL HAVE OPENING AFTER JANUARY
1ST FOR ASSISTANT SALES MANAGER.
EXPERIENCE SELLING WHOLESALERS
OF HARDWARE NECESSARY. APPROX-
IMATELY FORTY YEARS OF AGE. REPLY
WITH FULL PARTICULARS TO

Address Box M-7, care of HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

Sales Representatives Wanted

PLUMBING SPECIALTY FIRM IN NEW
YORK CITY HAS VARIOUS TERRITORIES
OPEN for representatives to sell to Hardware and
Plumbing Supply Jobbers. Address Akron Supply
Co., Inc., 437 East 6th Street, New York 3,
N. Y.

SALESMEN WANTED WITH FOLLOW-
ING FOR TOP QUALITY IMPORTED CUT-
LERY LINE to cover all States except Wisconsin,
Illinois, Indiana, Michigan, California, Oregon,
Washington. Line features pocket knives with
scissors, folding scissors, push button knives,
camping sets with folding implements, etc., Com-
mission basis. Write Latama, 1133 Broadway
or apply in person 200 Worth Street, New York
City. Telephone BE3-7480.

SIDELINE SALESMEN WANTED! TERRITORY OPEN!

Alabama, Arkansas, San Francisco Area, Connecticut,
Florida, Georgia, Illinois, Indiana, Kansas, Kentucky,
Louisiana, Western Mass., Minnesota, Missouri,
Nebraska, New Jersey, New York (except Met. Area),
North Carolina, Ohio, So. Carolina, So. Texas, West
Va., Wisconsin. Complete Metal Cabinet Line.

Box L-572, care of HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

PAINT SPECIALTY MANUFACTURER WANTS EXPERIENCED SALESMAN

FULL TIME OR SIDE LINE
ARRANGEMENT FOR

GREATER CHICAGO
OHIO - KENTUCKY - INDIANA
KANSAS - MISSOURI
OKLA. - TEXAS TERRITORIES

Drawing account and liberal commission. Ex-
cellent opportunity for party having following
with store and industrial trade. Give references
and resume of experience in first letter.

ILLINOIS BRONZE POWDER CO.
2016-29 S. Clark St., Chicago 16, Ill.

Sales Representatives Wanted

SALESMEN WANTED BY ESTABLISHED
CONCERN with national distribution to call on
hardware, plumbing and heating, and oil burner
dealers. Many choice territories open. Commis-
sion basis. State lines now carried, territory cov-
ered, and type of trade contacted. Manufacturers'
agents excluded. Address Box M-3, care of
HARDWARE AGE, 100 East 42nd St., New York
17, N. Y.

SIDE LINE SALESMEN WANTED: Small
town coverage; Hardware, Housewares, Appliance
Stores. Liberal Commission. Quick selling qual-
ity products. Catalog includes tubular steel stools,
chairs, electrical appliances, plastic toilet seats,
play yards, curtain stretchers, gas heaters, pearl
top hampers, stainless steel flatware, aluminum
cookware, coffee-makers. Write Box L-605, care of
HARDWARE AGE, 100 East 42nd St., New York
17, N. Y.

SALESMEN TO CALL ON Hardware, Pawn
Shop, Sporting Goods and General Store Trade
with Cutlery and Novelties, wanted, for following
territories: Maine, Vermont, New Hampshire,
Washington, Oregon, Montana, Idaho, Utah,
Nevada, New Mexico, Wyoming, Colorado, Texas,
North Dakota, South Dakota, Nebraska, Kansas,
Minnesota, Iowa, Oklahoma, Arkansas, Florida,
Mississippi. Territories may be split—sideline or
full time. Mitchell Metal, Inc., 195 Canal Street,
New York 13, N. Y.

SALESMEN WANTED

Leading manufacturer, complete line of leather
dog furnishings, has a few choice protected
territories open for experienced men with fol-
lowing among retailers, chains and jobbers.
Liberal Commission.

Address Box L-308, care of HARDWARE AGE
100 East 42nd St., New York 17, N. Y.

Sales Representatives Wanted

EXPERIENCED TOOL SALESMEN NOW
CALLING on Hardware, Tool and Electrical
Trade in the State of New York outside of the
Metropolitan District and in the New England
States to sell a complete line of Homecraft Tools.
Well established. Good opportunity. Address Box
M-12, care of HARDWARE AGE, 100 East 42nd
St., New York 17, N. Y.

SALESMEN WANTED. UNIQUE, NEW,
PATENTED, SMALL HARDWARE ITEM
perfect for lumber and hardware retailers. (Sold
1/4 million in 6 months), long dealer discounts,
large commissions on initial and repeat orders.
Good salesmen earn \$25.00 daily. Territories
east of Rockies and north of Ohio available.
King-Chippewa Co., Mfrs., 2517 California Ave.,
St. Louis 4, Mo.

BUILDING SUPPLIES SALESMEN—Mid-
west Wholesale Organization has opportunities for
three men, under 45, experienced in lumber sales.
Must have car and be willing to travel. Promises
sales of lumber and building supplies to estab-
lished retail outlets. Straight salary. Openings in
Northwest Iowa and South Dakota; Nebraska and
Kansas. Write stating age, education, experience
and salary required. Replies held confidential.
Address Box M-14, care of HARDWARE AGE, 100
East 42nd St., New York 17, N. Y.

SALESMEN WANTED

An expanding wholesale hardware house on
Long Island desires salesmen to call in the
States of New York, New Jersey, Conn., and
Staten Island. Only nationally advertised mer-
chandise carried. Either side line or full time.

Address Box M-25, care HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

SALESMEN WANTED

PROMINENT NATIONAL PAINT BRUSH
MANUFACTURER HAS OPEN TERRI-
TORIES FOR MEN NOW CALLING ON
PAINT AND HARDWARE DEALERS,
LUMBER YARDS, DEPARTMENT STORES,
INDUSTRIALS, ETC. SIDE LINE MEN OR
MANUFACTURERS' AGENTS CONSID-
ERED. GOOD COMMISSIONS. TERRI-
TORY PROTECTED. WRITE DETAILS OF
EXPERIENCE TO

Box L-368, care of HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

WANTED: SALESMAN

FAMILIAR WITH METROPOLITAN NEW
YORK, WELL KNOWN TO THE DEPARTMENT
STORE, WHOLESALE HARDWARE AND
PLUMBING TRADE TO REPRESENT WELL-
ESTABLISHED MANUFACTURER SUCCESS-
FULLY SELLING THESE OUTLETS AT THIS
TIME. EXCEPTIONAL OPPORTUNITY, SALARY,
EXPENSES AND COMMISSION. WRITE STAT-
ING COMPLETE DETAILS TO

Address Box M-9, care of HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

Classified Opportunities Section...

Sales Representatives Wanted

SOME DESIRABLE TERRITORIES OPEN. REPRESENTATIVES WANTED for manufacturer of quality toilet seats, to contact wholesale and jobber trade. Reply in confidence to Box M-18, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

SELL LAWN MOWERS TO DEALERS AND DEPARTMENT STORES. Drop ship direct from factory at low prices for chain store competition. Line includes four models. Exceptional values, satisfactory quality, midwestern shipping point, commission. In reply state type of trade and exact territory covered. Frandale Company, 400 W. Madison St., Chicago, Ill.

SALES REPRESENTATIVE ACQUAINTED WITH THE WHOLESALE HARDWARE TRADE WANTED to call on hardware jobbers, department and chain stores. Line—furniture nails, thumbtacks, specialty nails. Commission basis. Several territories open. Address Box M-8, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

WANTED MANUFACTURERS REPRESENTATIVE now calling on Independent Farm Implement and Hardware Dealers to sell two outstanding lines, offering real volume. Protected territory and good commission. Give full information about yourself and territory now served. Address Box M-11, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

WANTED—NATIONAL BUILDERS' HARDWARE MANUFACTURER DESIRES SALES REPRESENTATIVE on a commission basis to cover the States of Arkansas, Kentucky and Tennessee. Experienced AHC builders' hardware man familiar with this territory preferred. State qualifications. Address Box M-6, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

WANTED—NATIONAL BUILDERS' HARDWARE MANUFACTURER DESIRES SALES REPRESENTATIVE on a commission basis to cover the States of Texas, Oklahoma, New Mexico and Arizona. Experienced AHC builders' hardware man familiar with this territory preferred. State qualifications. Address Box M-4, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

Sales Representatives Wanted

To sell the SoHi Line of Homecraft Bench Woodworking Tools, and SoHi Silvertone Circular Saw Blades to Jobbing and Dealer Trade. Good commissions and territory protection. High class merchandise. Several territories now open, due to plant expansion.

The So-Hi Tool Co., Inc.,
Oshkosh, Wisconsin

NEW YORK MANUFACTURER OF QUALITY HAND TOOLS

HAS VALUABLE TERRITORIES OPEN FOR SALESMEN OR SALES ORGANIZATIONS CONTACTING CHAIN STORES, HARDWARE AND ELECTRICAL JOBBERS AND RETAILERS IN NORTHWEST, MIDDLE WEST, SOUTHERN AND NORTH ATLANTIC STATES. LIBERAL COMMISSIONS. WRITE IN DETAIL. ALL REPIES WILL BE HELD CONFIDENTIAL.

Address Box M-21, care of HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

Sales Representatives Wanted

BETTER COMMISSIONS TO SALESMEN calling directly on retail hardware dealers, building supply and fuel oil dealers. Exclusive territories. Nationally advertised. List items handled and territory desired. Write Box M-17, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

SALESMAN, LIVE WIRE, FOR NON-CONFICTING SPECIALTY AS SIDE LINE, sold to Hardware Stores, New York, New Jersey and New England. Address Box M-24, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

WANTED SALESMEN VISITING HARDWARE STORES, ETC., TO SELL COMPLETE LINE POCKETKNIVES. Profitable sideline of six leading brands. Prompt deliveries. Retail 50c to \$10. Liberal commission. Samples supplied in roll that adds prestige to sales effort. Address Box M-13, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

MEN WITH FOLLOWING, FOR A POPULAR LINE OF QUALITY PAINT, VARNISH AND WALL BRUSHES. Close factory cooperation. State actual territory covered, lines handled, trade contacted. Address Box M-22, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

REPRESENTATIVES CALLING ON DEPARTMENT STORES AND JOBBERS for Nationally Distributed Ironing Pad Sets and Covers. Exclusive territories. Excellent commissions. Address Kleyman Bros. Mfg. Co., 311-315 First Avenue, North, Minneapolis 1, Minn.

WANTED—NATIONAL BUILDERS' HARDWARE MANUFACTURER DESIRES SALES REPRESENTATIVE on a commission basis to cover the States of North Dakota, South Dakota, Nebraska, Colorado and Wyoming. Experienced AHC builders' hardware man familiar with this territory preferred. State qualifications. Address Box M-5, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

PAINT BRUSH SALESMEN

EXPERIENCED MEN ONLY WITH DEALER FOLLOWING FOR COMPLETE BRAND LINE. MOST TERRITORIES OPEN. WRITE FULL DETAILS. LIBERAL COMMISSION.

Address Box L-318, care of HARDWARE AGE
100 East 42nd St., New York 17, N. Y.

MANUFACTURER'S AGENTS

Wanted for exceptional product

Our client manufactures a remarkably efficient, beautifully packaged cleaning fluid that has attained unusual consumer acceptance through leading department stores. The company is now ready to allocate selected territories to agents now calling on jobbers, chains, and retailers, and will back them up with a sustained advertising program. In reply, please include territory covered, other items carried, and a few references. Address:

Box T; CARDINAL ADVERTISING CO.
220 Broadway, New York 7, N. Y.

Sales Representatives Wanted

SALES REPRESENTATIVES WANTED

Manufacturer of nationally promoted line of quality Builders' Hardware wishes to contact established representatives selling in the following States:

OREGON FLORIDA ALABAMA
WASHINGTON GEORGIA LOUISIANA
UTAH MISSISSIPPI ARKANSAS

Address Box M-16, care of HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

SALESMEN WANTED

New calling on Hardware and Department Stores and Builders to sell middlepriced well introduced bathroom accessory line. Nationally advertised brand. Liberal commissions and bonus. Sales organizations need not apply. Salesmen covering limited territory or one state desired.

Address Box M-36, care HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

Accounts Wanted

ACCOUNTS WANTED. MANUFACTURERS AGENT with office and storeroom, desires lines to sell hardware jobbers only and lines to sell direct retail hardware dealers, chain stores, house furnishing and department stores in Philadelphia, Eastern Pennsylvania, Central and Southern New Jersey—covered territory 15 years. Established trade. Address Box M-1, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

NATIONAL DISTRIBUTORS

Established—Reliable—Aggressive
AMCO CORPORATION Pittsburgh 22, Pa.

Branch Offices

New York • Philadelphia • Detroit • Cleveland • Louisville
Covering all classes of jobbers. We will carry the accounts or you can bill direct.

Write for further information and references

NEED REPRESENTATION IN NEW ENGLAND?

Hardware, Housewares, Electrical, and Automotive lines for Jobbers, Chains and Department Stores.

Inquiries invited from responsible manufacturers

LOUIS Y. PERKINS COMPANY
41 Agreement Rd., Brookline 44, Mass.

ATTENTION MANUFACTURERS

WE NEED GOOD LINES FOR CHAIN STORES. WE WANT TO KNOW QUALITY, QUANTITY AND QUICKNESS. SEND US YOUR CATALOGUES AND JOBBER PRICES. WHOLESALE ONLY. REFERENCES SUITABLE TO ALL.

WOLFELAND'S
P. O. BOX 375 MONROE, N. C.

GET INTO THE ARGENTINE MARKET

WELL ESTABLISHED MANUFACTURERS AGENT ACCEPTING A FEW ADDITIONAL HIGH QUALITY HARDWARE ACCOUNTS.

Address Box L-603, care of HARDWARE AGE
100 East 42nd St., New York 17, N. Y.

(Classified Opportunities continued on page 118)

Classified Opportunities Section...

Accounts Wanted

MANUFACTURERS' AGENTS
INTENSIFIED COVERAGE BY 4 MEN COVERING
ILL., IND., & WISCONSIN, SELLING HOWE,
JOBBERS & HDWE. CHAINS, AUTOMOTIVE
JOBBERS, & RETAIL CHAINS, ELECTRICAL
JOBBERS, MILL SUPPLIERS, MAIL ORDER
HOUSES, DEPT. STORE CHAINS—MANUFAC-
TURERS WHO SELL OUTSIDE PRODUCTS THRU
THEIR RETAIL DEALER ORGANIZATIONS.

LEE E. LANE COMPANY
224 So. Michigan Ave. Chicago, Illinois

MANUFACTURERS' REPRESENTATIVES
DESIRE ADDITIONAL QUALITY LINE FOR
New Jersey, Eastern Pennsylvania, Delaware,
contacting Lumber Yards, Hardware Dealers, Mill
Supply Houses. Now traveling 4 men. Experi-
enced representation, aggressive coverage. Com-
mission basis. Address Box L-549, care of HARD-
WARE AGE, 100 East 42nd St., New York 17, N. Y.

SALESMAN DESIRES LINES OF QUALITY MERCHANDISE at competitive prices, from manufacturers or distributors having co-operative policy. Lines suitable for any of following dealers in lumber, builders' supplies, hardware, electrical, plumbing, auto supplies, housewares. Have over \$3,000,000 common nail orders, need supplier. Providence resident. Address Box M-29, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

SALES REPRESENTATIVE: MAKING DAILY CONTACT AMONG CHAIN STORE SYNDICATES, AND WHOLESALE DISTRIBUTORS, wishes to represent a reliable manufacturer in Greater New York. Carries no other lines at present. Will give hundred per cent of his time. Maintains New York Office. References furnished. Address Box L-606, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

MANUFACTURERS: DIRECT FACTORY REPRESENTATIVES desires to handle Additional Hardware and Specialty Lines. Covering the eleven Western States and Texas, also good export contacts. Contacting all classes of wholesalers, chains and major dealers. Handling non-competitive merchandise only. Give full information. Address Box M-10, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

ATTENTION MANUFACTURERS: REPUTABLE MANUFACTURERS' REPRESENTATIVES, Dun and Bradstreet Rating. Seeking New Lines, Memphis and Vicinity, Ark., Miss., Tenn., with following among Builders' Hardware Trade, Hardware Jobbers, Lumber Yards, Plumbing Supply Trade, Sporting Goods, Toys, Electrical Items and Appliances. Maintaining Permanent Display Rooms and Sales Offices, with full time sales force. J. H. Alexander and Son, 1605 Madison Ave., Memphis, Tenn.

DISTRIBUTION IN MEXICO

Wholesale Distributor interested carrying additional items for household or kitchen use, on exclusive basis. Only quality merchandise for immediate delivery and of rapid turn-over considered. Novelty or patented products preferred. Suitable terms. Address RM Apartado 199, Mexico City, Mexico.

ACCOUNTS WANTED

Sales Organization covering Southeastern States. Have six men and three thousand accounts who need good lines. Can furnish all sales services and increase your present business. Members of Hardware Association. Following in Sporting Goods and Hardware. Best of references.

FREELANDS

P. O. BOX 130 MONROE, N. C.

Accounts Wanted

ESTABLISHED FACTORY REPRESENTATIVES selling to Hardware, Plumbing Supply, Stove and Appliance Trade in Metropolitan New York Area desire additional line; established following based on 25 years experience in the market; have warehouse and can carry accounts if desired. Address Box M-2, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

Positions Wanted

SALESMAN: MOVING TO THE FT. SMITH, ARK. Area about April 1st. 50 years of age, 4 years electrical construction, 5 years retail hardware. 20 years present position calling on retail hardware and lumber dealers. Either inside or outside. Will furnish car. Wm. J. Anderson, 3800 W. 110th St., Chicago 43, Ill.

A HARDWARE DEALER, PLANNING RETIREMENT, and wishing a man of substantial store management experience to gradually take over the responsibilities and ownership of the business, will find it advantageous to write me. Highest references. Will consider buying outright now. Address Box M-28, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

STORE MANAGER, RETAIL EXECUTIVE, AGE 44, trained and experienced in Modern Chain Store Merchandising and Sales Promotion Methods, Business Administration, Store Planning and Buying Control. Broad hardware, plumbing, heating and building material. Background. Address Box M-26, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

BUYER OR SALES MANAGER POSITION WANTED by man 41 years old with twenty years experience with large hardware jobber. Familiar with every phase of the business. Best of recommendations. Good reasons for changing employment. Also have retail hardware experience. Prefer South. Write Box M-20, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

SUCCESSFUL HARDWARE SALES MANAGER AND RETAIL STORE OPERATOR, now employed, wishes to contact wholesaler or large dealer interested in new energy and merchandising ideas. Chain experience. Might invest or buy. My sound record of results will be valuable to organization planning expansion. Address Box M-27, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

Business Opportunities

AMAZING OPPORTUNITY

Splendid Hardware Business For Sale

Finest set-up on east coast of Florida between Jacksonville and Miami. In thriving southeast coast city. Complete lines of nationally known general hardware, marine hardware and supplies, sporting goods, fishing tackle, builders' hardware, housewares, paints, etc. Business established 30 years. Housed in modern beautiful building. For sale at cost of inventory, fixtures, and accounts receivable. Latter guaranteed. No charge for business or good will!

Real estate can be leased for 10 years, or purchased at considerably less than today's value. Write for brochure.

THE KEYES CO., Realtors
1654 Lenox Ave., Miami Beach, Florida

Business Opportunities

WANTED ESTABLISHED HARDWARE BUSINESS FOR CASH, complete with building located in Southern Wisconsin, or Northern Illinois. Write to A. T. Even, 5217 N. Lockwood Ave., Chicago 30, Illinois.

FOR SALE — HARDWARE STORE LOCATED IN GOOD TRADING AREA doing a business of \$120,000.00 a year. Will invoice \$40,000.00. Will sell for \$30,000.00, or will invoice. Address Box M-23, care of Hardware Age, 100 East 42nd St., New York 17, N. Y.

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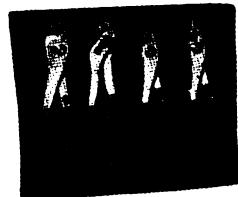
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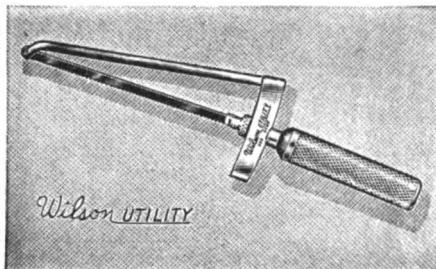


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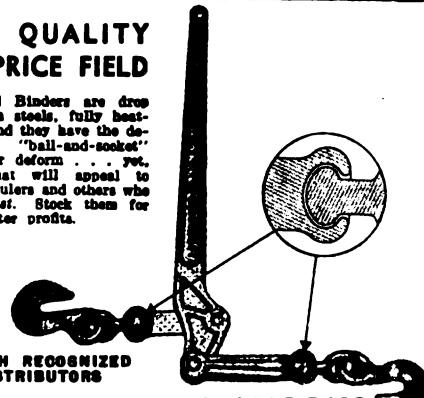
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Index To Advertisers

A

Alabama Mfg. Co.	3	E-Z Do	121
Alaska Freezer Co., The	83	Eagle Industries, Inc.	1
Aluminum Industries, Inc.	75	Eastern Commercial Travelers ..	73
Amallite, Inc.	111	Edlund Co.	32
American Chain & Cable Co. ...	36	Ekco Products Co.	2
American Crayon Co.	77		

American Smelt. & Refining Co.	113
-------------------------------------	-----

Armstrong Bros. Tool Co.	110
-------------------------------	-----

Armstrong Co.	91
--------------------	----

Asquith Associates	10
--------------------------	----

Atlas-Ansonia Co.	87
------------------------	----

Automatic Pencil Sharpener Div.	28
--------------------------------------	----

Automatic Washer Co.	97
---------------------------	----

E

E-Z Do	121
--------------	-----

Eagle Industries, Inc.	1
-----------------------------	---

Eastern Commercial Travelers ..	73
---------------------------------	----

Edlund Co.	32
-----------------	----

Ekco Products Co.	2
------------------------	---

F

Fanarc Mfg. Co., Inc.	90
----------------------------	----

Federal Seat Co.	11
-----------------------	----

Federated Metals Division	113
--------------------------------	-----

Foster Aluminum Alloy Products Corp.	113
---	-----

B

Barrows Lock Works	7
--------------------------	---

Bennett-Millard Fishing Tackle, Inc.	115
---	-----

Bird & Son, Inc.	32
-----------------------	----

Bommer Spring Hinge Co.	122
------------------------------	-----

Boss Mfg. Co.	72
--------------------	----

Buckeye Aluminum Co.	63
---------------------------	----

G

G-M Laboratories, Inc.	19
-----------------------------	----

General Electric Co.	12-13
---------------------------	-------

General Slicing Machine Co.	30
----------------------------------	----

Geyer Mfg. Company	111
-------------------------	-----

Gibson Good Tools, Inc.	110
------------------------------	-----

Goldblatt Tool Co.	115
-------------------------	-----

Graham Mfg. Co.	87
----------------------	----

Great Neck Saw Mfgs., Inc.	81
---------------------------------	----

Gries Reproducer Corp.	5
-----------------------------	---

Griffin Mfg. Co.	99
-----------------------	----

Grumbacher Inc., M.	115
--------------------------	-----

C

Canvas Products Co.	89
--------------------------	----

Carlson & Sullivan	71
-------------------------	----

Chattanooga Implement & Mfg. Co.	105
---------------------------------------	-----

Cleveland Chain & Mfg. Co.	61
---------------------------------	----

Club Aluminum Products Co.	4
---------------------------------	---

Columbian Rope Co.	25
-------------------------	----

Columbian Vise & Mfg. Co.	113
--------------------------------	-----

Consumers Glue Co.	32
-------------------------	----

Cox Metal Products Co.	68
-----------------------------	----

Crescent Bronze Powder Co.	103
---------------------------------	-----

Crump Co., Inc., B. T.	109
-----------------------------	-----

H

Hartford Products Co.	9
----------------------------	---

Hemp & Co.	24
-----------------	----

Hill-Shaw Co.	30
--------------------	----

Hodell Chain Co.	86
-----------------------	----

Hodgman Rubber Co.	114
-------------------------	-----

Hoover Co., The	94
----------------------	----

Horrocks-Ibbotson Co.	24
----------------------------	----

Hoyt & Worthen Tanning Corp.	110
-----------------------------------	-----

Hudson Mfg. Co., H. D.	14
-----------------------------	----

Huenefeld Company, The	124
-----------------------------	-----

D

Dennis Mitchell Industries	115
---------------------------------	-----

DeWitt Baits, Bill	89
-------------------------	----

Domes of Silence	120
-----------------------	-----

Dominion Electric Corp.	29
------------------------------	----

Dow Chemical Co.	23
-----------------------	----

Dremel Mfg. Co.	101
----------------------	-----

Driver Co., W. T.	107
------------------------	-----

Dunham, Inc., Thomas C.	18
------------------------------	----

duPont de Nemours & Co., Inc., E. I.	59
---	----

Durham Co., Donald	82
-------------------------	----

J

Ideal Brass Works	68
------------------------	----

Independent Lock Co.	39
---------------------------	----

Index To Advertisers

K

K-D Mfg. Co.	120	Quam-Nichols Co.	28
Key-Tite Co.	33		
Koffel & Esser	16		
Koch Sons, Inc., George	77, 112		
Kress Mfg. Co., Charles E.	91		

Q

	R
Rival Mfg. Co.	73

L

Lafayette Saw & Knife Co., Inc.	122	Samson United Corp.	67
Leba Rotary Tool Works	120	Savé Lamp Co., The	112
Lincoln Schlueter Floor Machinery Co.	32	Schlueter Mfg. Co.	26

S

Sharon Bolt & Screw Co.	106	Sheffield Bronze Paint Corp.	34
Sherby Spring Hinge Co.	72	Slebring Mfg. Co.	90
Silver Lake Co.	111	Smith & Son, Inc., Seymour	98
McGill Metal Products Co.	109	Southington Hdwe. Mfg. Co., The	91
Metal Ware Corp., The	65	Speedmaster	121
Metaloid Co., The	26	Standard Horse Nail Corp.	89
Mill-Rose Co.	115	Star-Lite Battery Co., Inc.	24
Miller, Inc., Robert E.	120	Stewart Iron Works Co., Inc.	22
Minute Mop Co.	121	Superior Fastener Corp.	110
Moline Iron Works	22	Swan Rubber Co.	15
Morrone Mfg. Co.	109	Swiss Laboratory	115
Myers & Bro. Co., F. E.	89		

M

Marshalltown Trowel Co.	113	Slebring Mfg. Co.	90
Mayes Brothers Tool Mfg. Co., Inc.	113	Silver Lake Co.	111
McGill Metal Products Co.	109	Smith & Son, Inc., Seymour	98
Metal Ware Corp., The	65	Southington Hdwe. Mfg. Co., The	91
Metaloid Co., The	26	Speedmaster	121
Mill-Rose Co.	115	Standard Horse Nail Corp.	89
Miller, Inc., Robert E.	120	Star-Lite Battery Co., Inc.	24
Minute Mop Co.	121	Stewart Iron Works Co., Inc.	22
Moline Iron Works	22	Superior Fastener Corp.	110
Morrone Mfg. Co.	109	Swan Rubber Co.	15
Myers & Bro. Co., F. E.	89	Swiss Laboratory	115

N

Taub & Co., Albert	20		T
National Die Casting Co.	8	Tennessee Valley Marketers, Inc.	6
National Lock Co.	113	Troy File Works	112
National Mfg. Co.	82	Tru-Test Division of Oakes & Co.	115
National Metal Products Co.	111	Tuffy Toys	121
National Screw & Mfg. Co.	123		
North Bros. Mfg. Co.	76		

T

Taub & Co., Albert	20		U
National Die Casting Co.	8	Tennessee Valley Marketers, Inc.	6
National Lock Co.	113	Troy File Works	112
National Mfg. Co.	82	Tru-Test Division of Oakes & Co.	115
National Metal Products Co.	111	Tuffy Toys	121
National Screw & Mfg. Co.	123		
North Bros. Mfg. Co.	76		

Universal Clay Products Co. 77

P

Parker Hardware Mfg. Corp., S.	28	V	
Parker Mfg. Co.	95	Valentine Equipment Co.	114
Peck, Stow & Wilcox Co.	91	Vichek Tool Co.	69
Pearless Freezer	83		
Pearless Industries	113		
Pen Metal Fabricating Co.	66		
Pits Mfg. Co.	83		
Plymouth Cordage Co.	113		
Popular Mechanics Magazine	17	W	
Precision Steel Warehouse Co.	122	Washburn Co., The	27
Presto Mfg. Co.	28	Werner Co., R. D.	79
Puritan Cordage Mills	21	Wilson Hardware Mfg. Co.	120
		Wright Steel & Wire Co., G. F.	122

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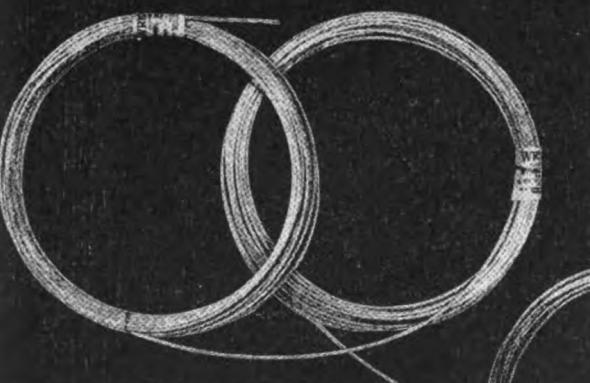
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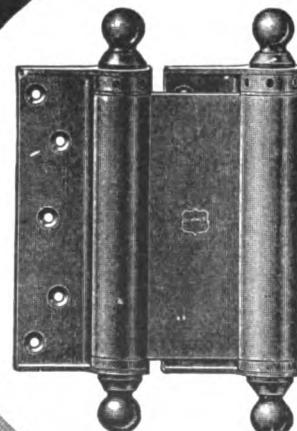
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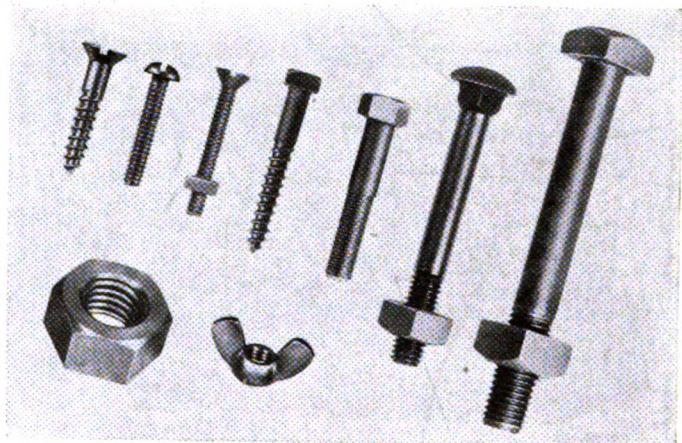


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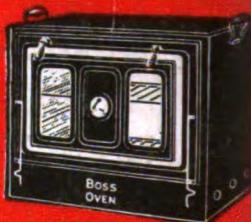
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